

# **Passive Authentication Market by Component (Solution and Services), Function (Compliance Management, Marketing Management, Risk Management, and Others), Deployment (On-Premise and Cloud), Organization Size (Small & Medium Enterprise and Large Enterprise), and Industry Vertical (Banking, Financial Services, and Insurance (BFSI), Government, IT & Telecom, Retail & Consumer Goods, Healthcare, Media & Entertainment, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

Passive authentication is a process or method which verifies the customer's or user's identity with the help of behavioral patterns. These behavioral authentication patterns primarily include biometric, contextual, and correlative authentication as well as device identification. Passive authentication also comprises multi-factor authentication to provide enhanced security and control and to help organizations eliminate the need for password-based security models. The passive authentication method is often used to verify and validate users of e-documents and prevent forgery of digital data.

Passive authentication is sometimes also called silent authentication. It provides convenient and robust risk-based authentication for online transactions, especially in the banking, financial services & insurance (BFSI) industry. In the passive authentication method, smart and advanced techniques are used to analyze behavioral patterns to verify and validate users. These techniques offer adaptive authentication to precisely

analyze the data or authenticity of a transaction in real time.

Factors such as increase in demand for passive authentication solution in various business sectors has emerged as a key factor, within the overall market growth. For instance, Canadian passive authentication services provider Purilock offers advanced authentication solutions, thereby strengthening the security factor, making authentication much faster. Furthermore, colossal advantage in terms of user accessibility and time saving has also provided a strong support for the market during the forecast period. However, data confidentiality and trust issues within the consumers is estimated to create a staggering effect on the market growth during the forecast period. Moreover, advancements in passive authentication techniques and rise in need for fraud detection and issues are set to create a lucrative opportunity during the forecast period.

The passive authentication market is primarily segmented on the basis of component, function, deployment mode, organization size, industry vertical, and region. By component, the market is segmented into solution and services. By function, it is segmented into compliance management, marketing management, risk management, and others. By deployment mode, it is bifurcated into on premise and cloud. By organization size, it is divided into small & medium enterprise and large enterprise. By industry vertical, it is classified into BFSI, Government, IT & Telecom, retail & consumer goods, healthcare, media & entertainment, and others. By region, it is studied across North America, Europe, Asia-Pacific, and LAMEA.

Some of the key companies mentioned within the report are NEC Corporation, IBM Corporation, Cisco Systems Inc., Gemalto, FICO, RSA Security LLC, Experian plc, Equifax Inc., Nuance Communications, Inc., and BioCatch Ltd..

## KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the passive authentication market along with current trends and future estimations to elucidate imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on the market size is provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of passive Authentication market for the period 2020–2027 is provided to determine the market potential.

## KEY MARKET SEGMENTS

### By Component

Solution

Service

### By Function

Compliance Management

Marketing Management

Risk Management

Others

### By Deployment Mode

On-premise

Cloud

### By Organization Size

Large Enterprise

Small & Medium Enterprise

## By Industry Vertical

Banking, Financial Services, & Insurance (BFSI)

Government

IT & Telecom

Retail & Consumer Goods

Healthcare

Media & Entertainment

Others (Education, Travel & Hospitality, and Automotive)

## BY REGION

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

## Asia-Pacific

China

India

Japan

India

Australia

South Korea

Rest of Asia-Pacific

## LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

NEC Corporation

IBM Corporation

Cisco Systems Inc.

Gemalto

Fico

RSA Security LLC

Experian plc

Equifax Inc

Nuance Communications, Inc

BioCatch Ltd

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