

# Asia-Pacific Personal Identity Management Market (2016 - 2022)

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## Abstracts

Personal Identity Management (PIM) is the set of rules, standards and algorithms used by individuals and organizations to control the share and use confidential information with other individuals and organizations. As digital footprints of people are found across various media and channels, the companies with the capabilities to take advantage of the same are able to leverage this data to optimize their marketing strategies or use the footprints to verify and monitor applications. This is in a way invading the privacy of people and violating the fundamental rights of individuals. Such threat to privacy has given rise to the need for security solutions that allows users to manage digital footprints in different social media platforms. Government initiatives are playing a prominent role in augmenting the importance of this market in various sectors. Banking sector is a direct recipient of the benefits of the technology. The information of the account holder is the most important confidential thing that the banks must guard with the highest level of security. Also, personal identity management is playing a pivotal role in providing data management services to various firms involved in marketing fields where commitment to data security is very important for gaining trust.

The report highlights the adoption of Personal Identity Management. Based on the component type, the Personal Identity Management market is segmented into Application and Services. Based on the Application type, the market is segmented into Access Control and Content Management. Based on service Type, the market is segmented into Professional, and Managed Services. Professional Services are further sub divided into Consulting, Integration & Deployment Services and Support & Maintenance. The market is segmented into On-premise and cloud based bases upon the deployment type. On the basis of Data Type, the market is segmented into Behavioral, Individual, Derived and Self-Identified. The verticals highlighted in this report include Government, Banking, Financial Services, & Insurance, Telecommunication &

IT, Healthcare, Energy & Utilities, Retail, Manufacturing, Education and Others.

Based on Country, Asia-Pacific Personal Identity Management market is segmented into China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific. China remained the dominant Country in the Asia-Pacific Personal Identity Management market in 2015. Malaysia would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Personal Identity Management market. Key companies profiled in the report include Microsoft Corporation, Google Inc. Nuance Communications, Inc., Gemalto NV, IBM Corporation, HP Enterprise Company and Dell Inc.

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