

# North America Personal Identity Management Market (2016 - 2022)

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## Abstracts

Personal identity management allows people to create policies that would give guidelines to organizations on the kind of data that can be stored. PIM acts as a shield when third party users try to gain access to private data and information without user consent. This step up of security allows better management of identities. Cyber-crime is a leading cause that is propelling the growth of the market. Increasing sophistication in the ways of conducting criminal activities is calling for advanced forms of security levels. Companies are working hard and creating various channels to curb cyber-crimes such as hacking, virus/worms, bank robbery, pornography, credit card frauds, etc. Governments are also actively working on framing laws and regulations pertaining to personal data security and cyber-crimes. 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. One of the major challenges that would act as a restraint is the designing of such a system which needs complex programming skills; therefore, needs professionals with relatively superior programming skills. Additionally, the users have to memorize many different usernames and passwords to gain access to their own information if they have to work on different applications. The potential for the market expansion lies in various public complexes (hyper and super markets), tourist places, museum and education institutes and science labs that are prone to terrorist attacks.

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 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, North America Personal Identity Management market is segmented into US, Canada, Mexico and Rest of North America. US remained the dominant Country in the North America Personal Identity Management market in 2015. Canada 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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