

# **Cloud IAM Market by Components (Access Management, User Provisioning, Directory Services, Single Sign - On, Password Management, Audit, Governance & Compliance Management) - Forecast and Analysis to 2020**

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## **Abstracts**

User provisioning and single sign-on (SSO) are expected to account for the largest market share from 2015 to 2020, followed by audit, governance, and compliance management. Cloud Identity and Access Management (IAM) consists of different solutions to be provided as a service includes access management, user provisioning, directory services, SSO, password management, and audit governance and compliance management from different vendors. Cloud IAM solutions are an approach to manage the digital identities on cloud and delivered in the form of SaaS to organizations by a service provider. It provides flexibility to organizations to centralize the access management and provisioning of user and device identities.

The role of cloud IAM is becoming imperative in the identity and access management ecosystem. It allows the organizations to reduce costs due to loss incurring from cyber-attacks and its detection. Moreover, the global economies are compelled to adhere to the increasing number of regulations and ever-changing regulatory environment. Thus, by deploying cloud IAM, businesses can focus on their core competence effectively and manage the increasing severity and complexity of the attacks by deploying solutions according to their need and pay as per usage.

The revenue pockets in BFSI, telecom and IT, healthcare, energy, and oil and gas verticals are expected to witness a significant growth and are expected to contribute the maximum revenue for cloud IAM during the forecast period. North America is expected to hold the largest market share, whereas APAC is expected to grow at the highest

CAGR during the forecast period. The increasing cost due to cyber-crime detection and recovering from subsequent losses is the major factors driving the cloud IAM market. The cost effectiveness and reduced burden on IT administrators in organizations are also some of the factors paving the way for the adoption of IAMaaS. The increase in the number of SMBs in countries such as the U.K., China, Japan, South Korea, and India are other factors contributing to the growth of the cloud IAM market.

Companies such IBM, Microsoft, SailPoint, Okta, CA technologies, Dell, HP, EMC, and PingIdentity are some of the active key players in the market. There are possibilities for various new players entering into the market space because of cloud IAM being in introduction phase and possibly any major existing IAM vendor may extend its product offering on cloud and it will be easy for them to build trust and have loyal customers for providing them services continuously. Thus it will help them in gaining significant market share in future. Lack of trust and inadequacy in identity assurance for cloud services and applications are some of the major factors hindering the growth of this market. Moreover, the increasing adoption of solutions among enterprises and the emerging IoT trends are expected to offer new opportunities to the market in the future.

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