

Mobile User Authentication Market by User Type (Small and Medium Enterprises (SME's) and Enterprises), Vertical, and Region (North America, Europe, Asia-Pacific, Middle East and Africa, and Latin America) - Global Forecast and Analysis to 2020

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Abstracts

Today, most of enterprises are vying to effectively address the security and the authentication concerns attributed to verify the end-users and legitimize his/her actions. The end-users are becoming highly aware of the security aspect and most of the software providers are incorporating security into their service level agreements. But major boost to the need of strong authentication is attributed to increase in insider data thefts and whistle-blowing as well increased frequency of cyber-attacks on enterprises. It has been observed that most of the attacks on large enterprises have been state-sponsored and are committed to derail the business processes of the enterprises to ultimately cause monetary damage.

Most of enterprises consist of voluminous amount of sensitive organizational data which is being generated on a daily basis. This data may vary from spreadsheets to huge databases and can be highly unstructured. There need to be pre-defined security and access policies to this data to ensure that who access what type of data. At the same time, there an urgent need in managing, protecting and revoking credentials of a private individual. Also, the growth of mobile user authentication is due to the increased need in verifying and validating the end-user based on its behavioral characteristics. The behavioral characteristics such as time of login, pattern of login, geographical coordinates and timestamps are being used more frequently to deliver robust authentication solutions. The mobile user authentication market can be defined as the market for the authenticating an end-user using factored authentication in which one of the authentication factor is mobile which is in the possession of the end-user. Mobile

user authentication not only provides secured access to the sensitive content but it is also instrumental in framing and enforcing different security and access control policies in any organization. Mobile user authentication is crucial in providing a unified view about enterprise wide-security and introduces greater visibility and transparency in business processes of an organization.

The mobile user authentication market has been segmented on the basis of user types into Small and Medium Enterprises (SMEs) and enterprises; on the basis of verticals types into academia & education, Banking, Financial Services, and Insurance (BFSI), consumer goods & retail, energy & power, government & defense, life sciences & healthcare, manufacturing, IT & telecom, and others; and on the basis of regions into North America, Asia-Pacific (APAC), Europe, the Middle East and Africa (MEA), and Latin America. The report also provides insights into the opportunity analysis of specific verticals and business case analysis and roadmaps for the mobile user authentication market.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. Few global assumptions include political, economic, social, technological, and economic factors. For instance, exchange rates, one of the economic factors, are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging regions.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into user types, verticals, and regions covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market. The market numbers are further split across the different verticals and regions.
2. This report will help them better understand the competitors and gain more insights to better position their business. There is a separate section on competitive landscape, including competitor ecosystem, mergers and acquisition, and partnerships and agreements. Besides, there are company profiles of top 10 players in this market along with two key innovators.
3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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