

# **User and Entity Behavior Analytics Market by Type (Solution and Services), Deployment Type (On-Premises and Cloud), Vertical (Financial Services & Insurance, Retail & Ecommerce, Energy & Utilities, IT & Telecom, and Healthcare) - Global Forecast to 2021**

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## **Abstracts**

“Increasing need to prevent insider threats posed by users is one of the factors driving the global user and entity behavior analytics market.”

The global user and entity behavior analytics (UEBA) market is projected to grow from USD 131.7 million in 2016 to USD 908.3 million by 2021, at a CAGR of 47.1% between 2016 and 2021. The market for user and entity behavior analytics is growing across the globe due to increasing need to prevent insider threats posed by users, shortage of trained security professionals, and the need to overcome the disadvantages of traditional security tools.

“The insider threats solution segment is estimated to account for the largest share in the global user and entity behavior analytics market during the forecast period.”

The insider threats solution segment is estimated to account for the largest share in the global user and entity behavior analytics market during the forecast period. Increase in the number of insider breaches and disability of traditional security tools to identify threats posed by users are the factors influencing the growth of the global user and entity behavior analytics market. The gathered data is analyzed to determine varied human behavior patterns, which are then used to detect threat or unusual behavior with the help of statistical analysis and advanced machine learning techniques. Most of the user and entity behavior analytics vendors are providing solutions to address common security threats, such as insider threats, compromised credentials, or data loss.

“The Asia-Pacific user and entity behavior analytics market is projected to grow at the highest CAGR during the forecast period.”

The North American region is estimated to account for the largest share in the global user and entity behavior analytics market in 2016 and the trend is expected to continue during the forecast period as well. The Asia-Pacific user and entity behavior analytics market is showing positive trends as several companies and industries are adopting user and entity behavior analytics solutions at various levels to strive in the market and to increase their productivity. The Asia-Pacific user and entity behavior analytics market is expected to witness exponential growth and is projected to grow at the highest CAGR during the forecast period. This is due to increasing demand for user and entity behavior analytics solutions and services in this region. Moreover, rapid growth in the usage of web and mobile applications in the Asia-Pacific region and the need to protect these applications from vulnerabilities have resulted in increased demand for user and entity behavior analytics solutions that identify security gaps in the network infrastructure and web and mobile applications, and help in reducing risks associated with them.

Breakdown of profiles of primaries is represented below:

>By Company Type: Tier 1- 20%, Tier 2 - 30%, and Tier 3- 50%

By Designation: C-level - 45%, Director-level -35%, and Others - 20%

By Region: North America- 45%, Europe- 15%, Asia-Pacific- 15%, and RoW- 25%

Various key vendors profiled in the report are as follows:

1. Splunk Inc. (U.S.)
2. Securonix (U.S.)
3. Varonis Systems, Inc. (U.S.)
4. Bay Dynamics (U.S.)
5. Exabeam, Inc. (U.S.)
6. Gurukul (U.S.)
7. Niara Inc. (U.S.)
8. Sqrrl Data, Inc. (U.S.)
9. Rapid7 (U.S.)

## 10. Dtex Systems (U.S.)

The report will help the market leaders/new entrants in the global user and entity behavior analytics market in following ways:

1. This report comprehensively segments the global user and entity behavior analytics market and provides the closest approximations of the revenue numbers for the overall market and subsegments across different verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them information on key drivers, restraints, challenges, and opportunities in the global user and entity behavior analytics market.
3. This report helps stakeholders to obtain better understanding of their competitors and gain more insights to enhance their position and business in the global user and entity behavior analytics market. The competitive landscape section includes new product launches, partnerships, agreements & collaborations, mergers & acquisitions, and expansions undertaken by the key players in the global user and entity behavior analytics market.

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