
Description: The global mobile devices user authentication services market was valued at USD 0.52 billion in 2014 and is projected to reach USD 1.74 billion by the end of 2020, at a CAGR of 22.30% during the forecasted period. Digitalization and virtualization in the SMBs have led authentication to become more pervasive and important in the current technology space, which has seen a rise in its implementation. Mobile user authentication not only provides secure access to the sensitive content, but it is also instrumental in framing and enforcing different security control policies, procedures, process controls, technologies and access control in the organizations.

In the current scenario, mobile user authentication has become vital in providing a unified view about enterprise-wide security and it introduces greater visibility and transparency in business processes of an organization. Growing adoption of Bring Your Own Device (BYOD) solutions, increasing online fraud market, high adoption of cloud-based services and increasing volume of online data exchanges are some of the key factors propelling the growth of this market. However, with the shift in trend towards mobile devices user authentication services, there are certain factors such as lack of awareness about the solutions, lack of security (associated with mobile technologies) and high cost involved with matured authentication methods acting as key impediments to the growth of the market.

The market for global mobile devices user authentication services has been broadly segmented by authentication types, end users, industry verticals, and regions. North America held the largest market share of 30.25% in 2014, followed by Europe, mainly attributed to growing e-retailing, high rate of internet penetration and concentration of business enterprises across the region.

Due to several factors such as the presence of some of the fastest growing economies, growing proliferation of smartphones and an increasing number of small and medium scale enterprises, Asia Pacific is projected to witness highest growth rate during the six years of the forecasted period.

Some of the key players mentioned in the report are:

- Microsoft
- CA Technologies Inc.
- Symantec
- EMC
- Authentify Inc.
- VASCO Data Security
- Trustwave
- Technology Nexus
- Deepnet Security
- SecurEnvoy
- Gemalto
- Swivel Secure
- Entrust Datacard
- SMS Passcode
- TeleSign

Key Deliverables in the Study

- Market analysis for the global mobile devices user authentication services market, with region specific assessments and competition analysis on a global and regional scales
- Market definition along with the identification of key drivers and restraints
- Identification of factors instrumental in changing the market scenario, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
- Extensively researched competitive landscape section with profiles of major companies along with their market share
- Identification and analysis of the macro and micro factors that affect the global mobile devices user
authentication services market on both global and regional scales
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped

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