

6 Themes Shaping the

SECURITY AND IDENTITY INDUSTRY IN 2024

This year we surveyed more than 2,600 security and IT experts and identified six important themes driving the technology evolution, from AI to Identity-as-a-Service to sustainability. Combined, these trends are dramatically impacting organizations around the globe. Here's a snapshot of how these disruptive trends are affecting security and IT teams.



1. Multi-Factor Authentication (MFA) Adoption Widespread

TOP 3 REASONS TO ADOPT MFA

1. MODERNIZE CYBERSECURITY

2. ENABLE SECURE REMOTE ACCESS

3. REDUCE SECURITY INCIDENTS

"A Zero Trust approach starts with Multi-Factor Authentication (MFA). This is the first step to a true Zero Trust journey."

– Cloud Security Alliance

83%

currently use MFA as a first step toward Zero Trust

59%

are working toward a Zero Trust authentication model



2. Mobile Identities Gaining Traction in Security Applications

"Applications in payments, government identity, and access control are likely just the beginning of a long list of services to be securely simplified via mobile identity authentication."

– Secure Technology Alliance



2 out of 3

currently have some form of mobile identity deployment

79%

plan to have some form of mobile identity deployment within 5 years

BUT SOME INDUSTRIES STILL REQUIRE A PHYSICAL PICTURE ID CARD, INCLUDING:



HEALTHCARE

HOSPITALITY

TRANSPORTATION

GOVERNMENT



3. Sustainability Becoming a Bigger Factor in Business Decisions

56%

rated sustainability as a top trend for 2024

74%

say the importance of sustainability increased over the past year

43%

are working under corporate sustainability mandates

1 2 3 4 5

Sustainability continues to rank high as a business priority, with respondents rating its importance at a "4" on a 1-to-5 scale.



4. Biometrics Continues Momentum



39%

of installers and integrators said at least some of their customers are using fingerprint or palm print recognition

30%

report deploying facial recognition

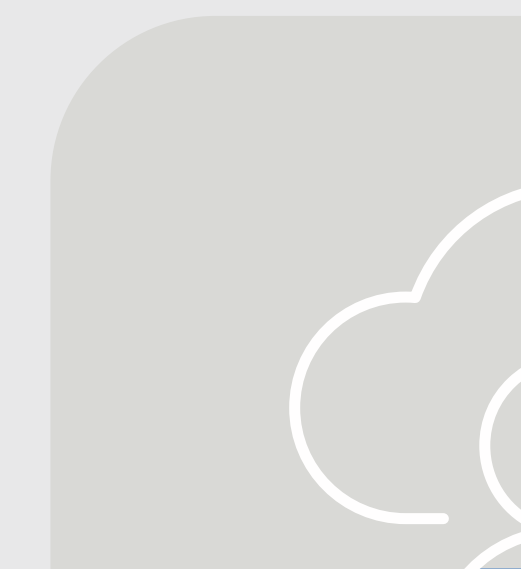


22%

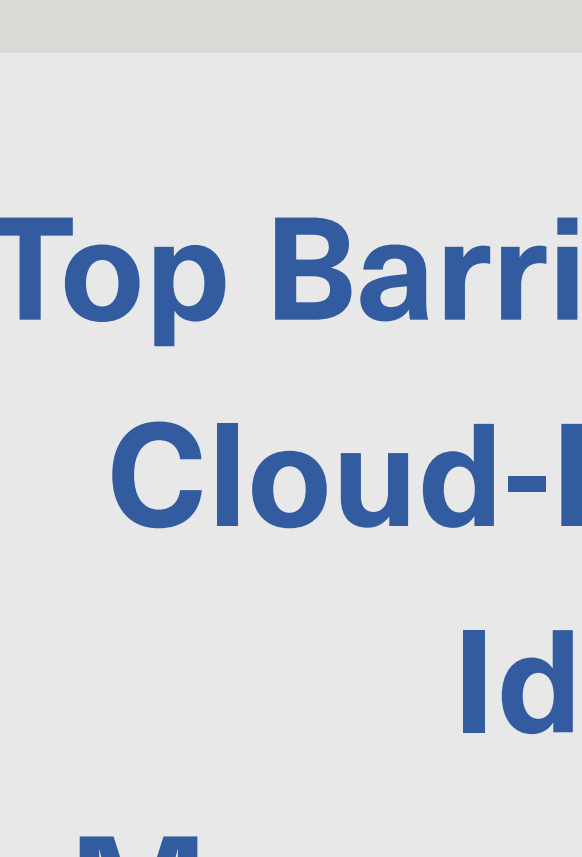
plan to test or implement biometrics in the next 5 years



ACCORDING TO BIOMETRICUPDATE.COM, AIRLINE IT PROVIDER SITA PREDICTS 63% OF AIRPORTS AND 51% OF AIRLINES GLOBALLY WILL DEPLOY BIOMETRIC SELF-BOARDING GATES BY 2025.



5. Identity Management Points to Cloud



48%

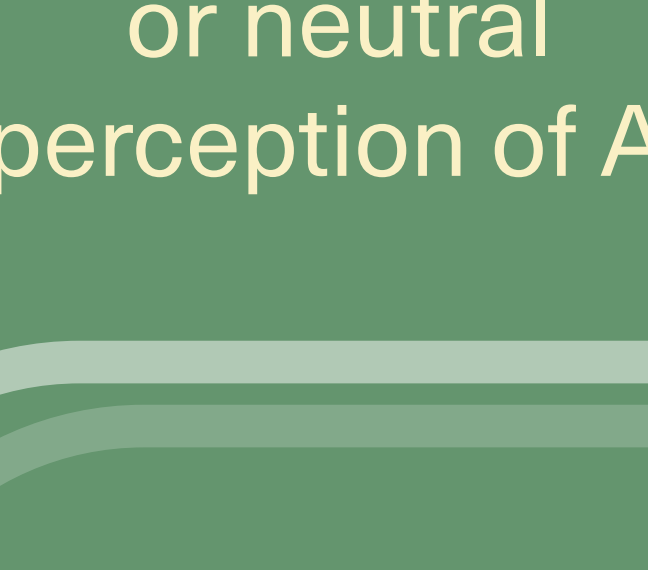
are using or planning to implement identity management services from the cloud (IDaaS)

Top Barriers to Cloud-Based Identity Management

Legacy/on-prem solutions
Lack of budget
Not currently a business priority

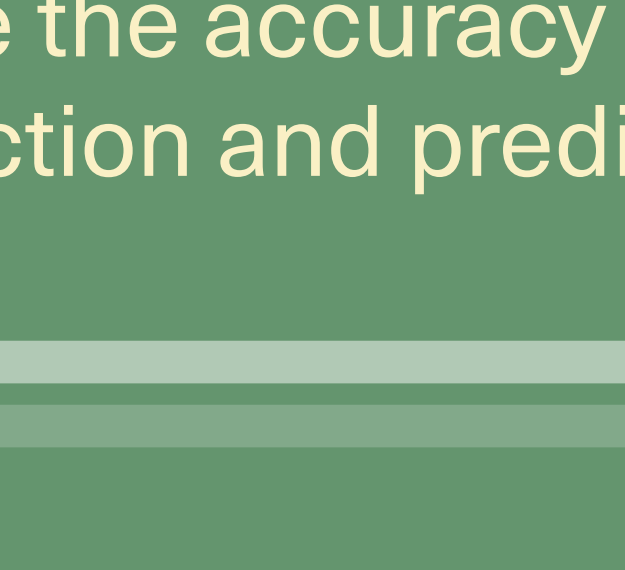


6. AI for Analytics on Rise



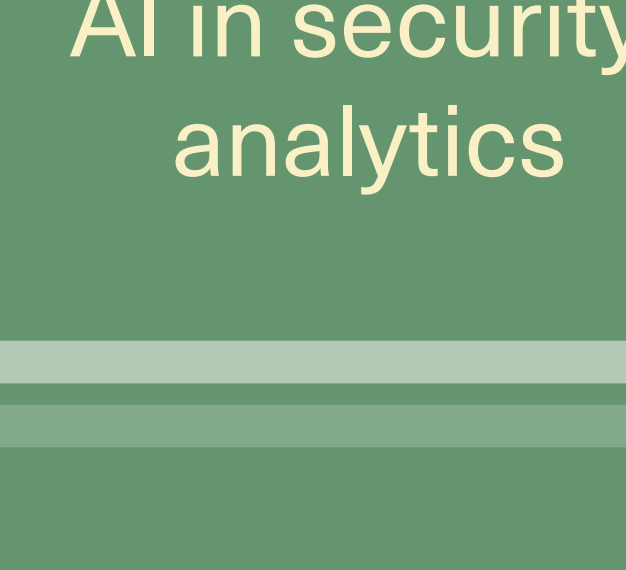
91%

have a favorable or neutral perception of AI



22%

are currently using AI to optimize the accuracy of threat detection and prediction



44%

report using AI in security analytics

"Algorithms powered by AI can analyze video surveillance data provided by objects like cameras or audio devices in real-time, allowing for an immediate or automated response to potential threats."

– SecurityToday.com

Even as organizations strive to protect physical spaces, digital identities and assets, they are also challenged by the need to balance the impacts of each of the six above trends. Staying ahead requires not only adopting new technologies but also a proactive and adaptive approach to mitigating risk and safeguarding against ever-evolving threats.