

# Identity Security in 2025

## The Global Reality

Keeper Security conducted an in-person survey of more than 370 cybersecurity and IT professionals in London at Infosecurity Europe, Las Vegas at Black Hat USA and Nuremberg at it-sa Expo&Congress to explore progress in zero trust, Artificial Intelligence (AI) and Privileged Access Management (PAM).

### Zero Trust: Awareness Is High, Execution Varies

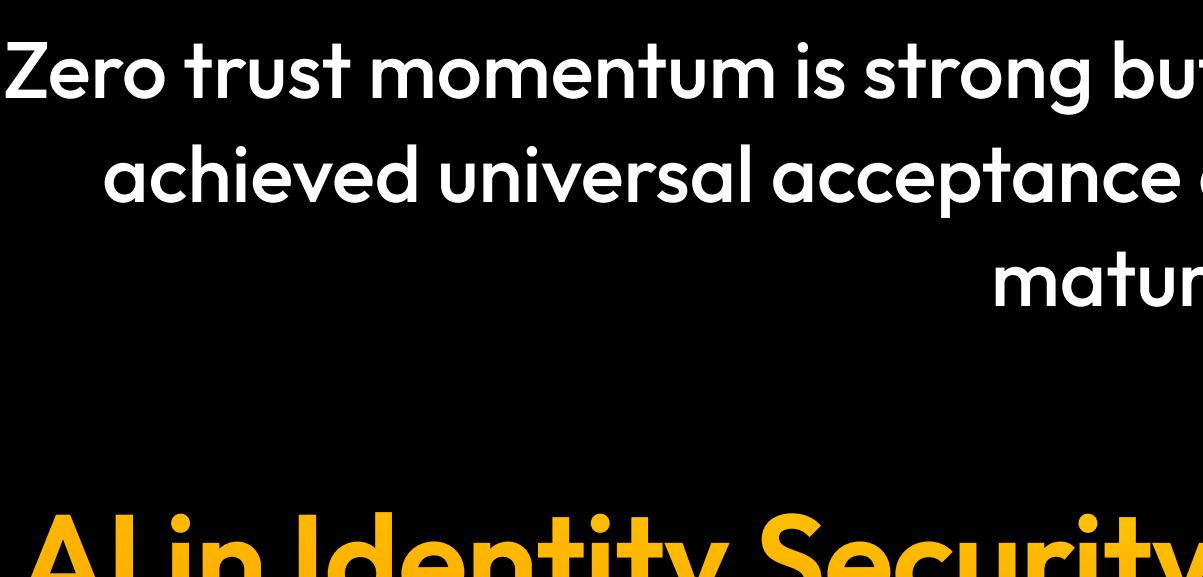
#### Implemented and effective



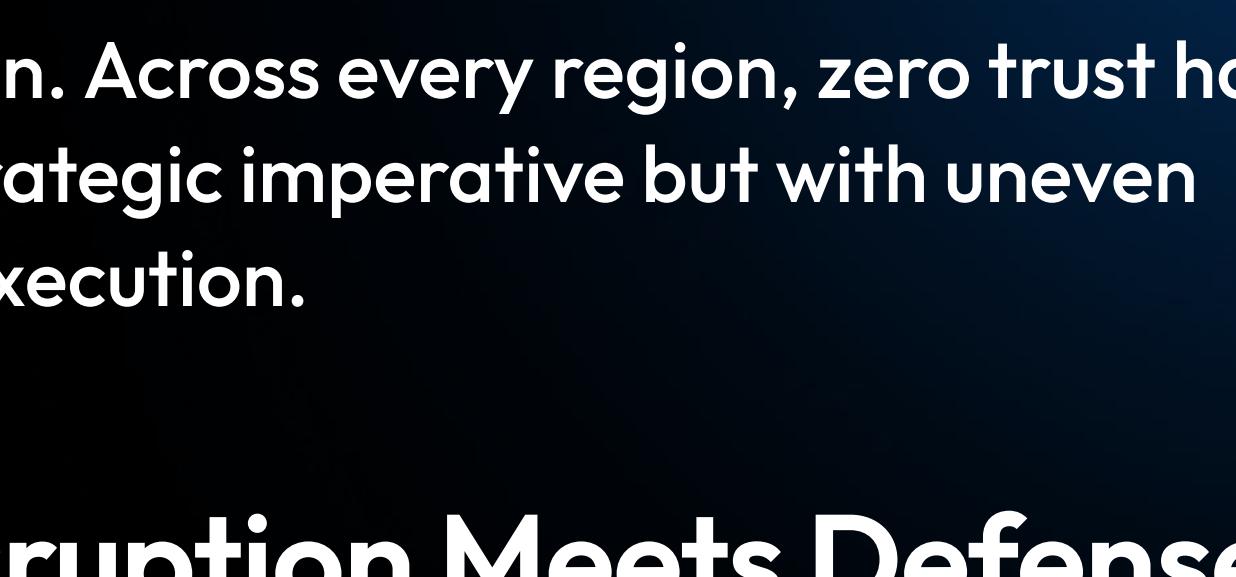
#### Implemented with gaps



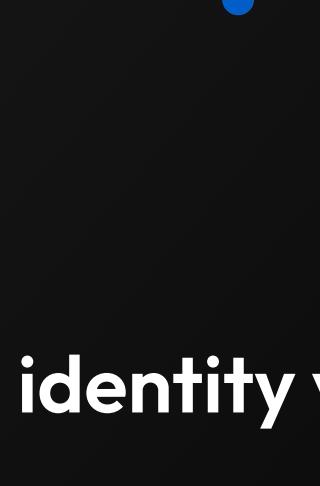
#### Not implemented or relevant



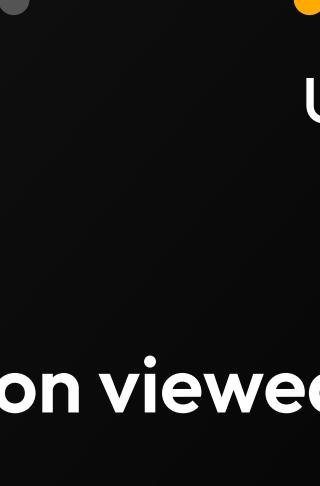
#### Would benefit but lack resources



### Key barriers



Complexity of deployment



Integration challenges



Leadership support

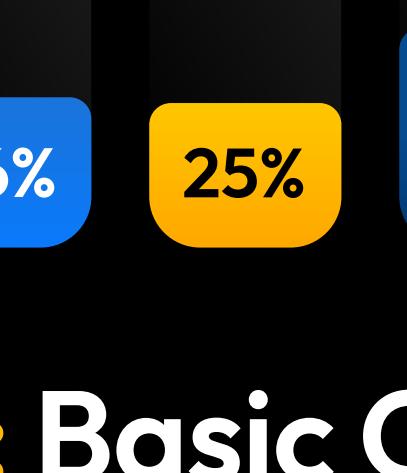


Budget constraints

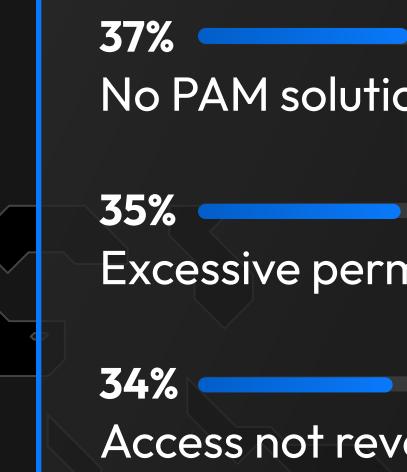
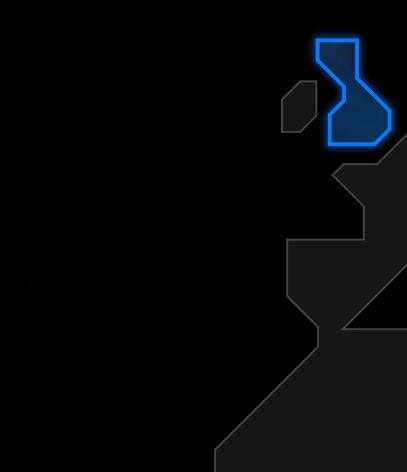
Zero trust momentum is strong but uneven. Across every region, zero trust has achieved universal acceptance as a strategic imperative but with uneven maturity in execution.

### AI in Identity Security: Disruption Meets Defense

#### Confident in managing AI threats



#### AI identity validation viewed as most transformative in 3-5 years



Despite AI-powered threats, optimism toward AI's defensive potential is strong. Respondents across every region identified AI-driven identity validation and authentication as the most transformative technology for identity and access security in the next three to five years.

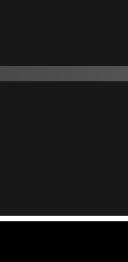
### Leading Identity-Based Threats



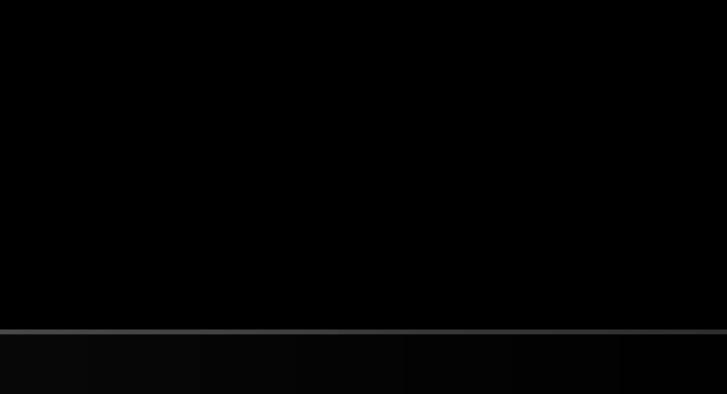
Phishing



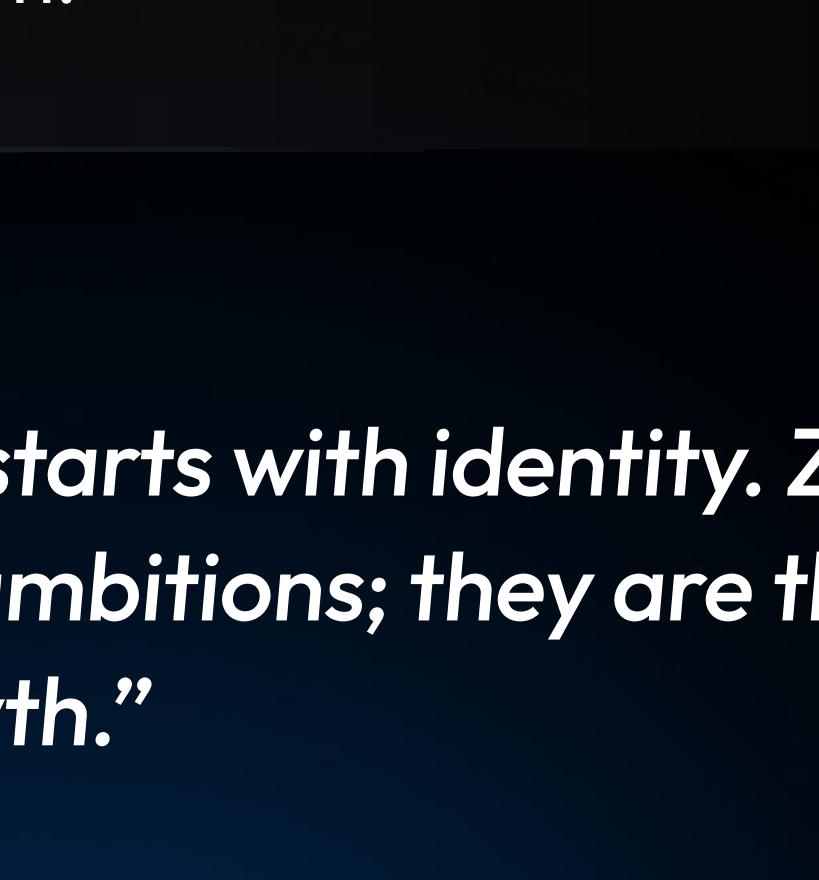
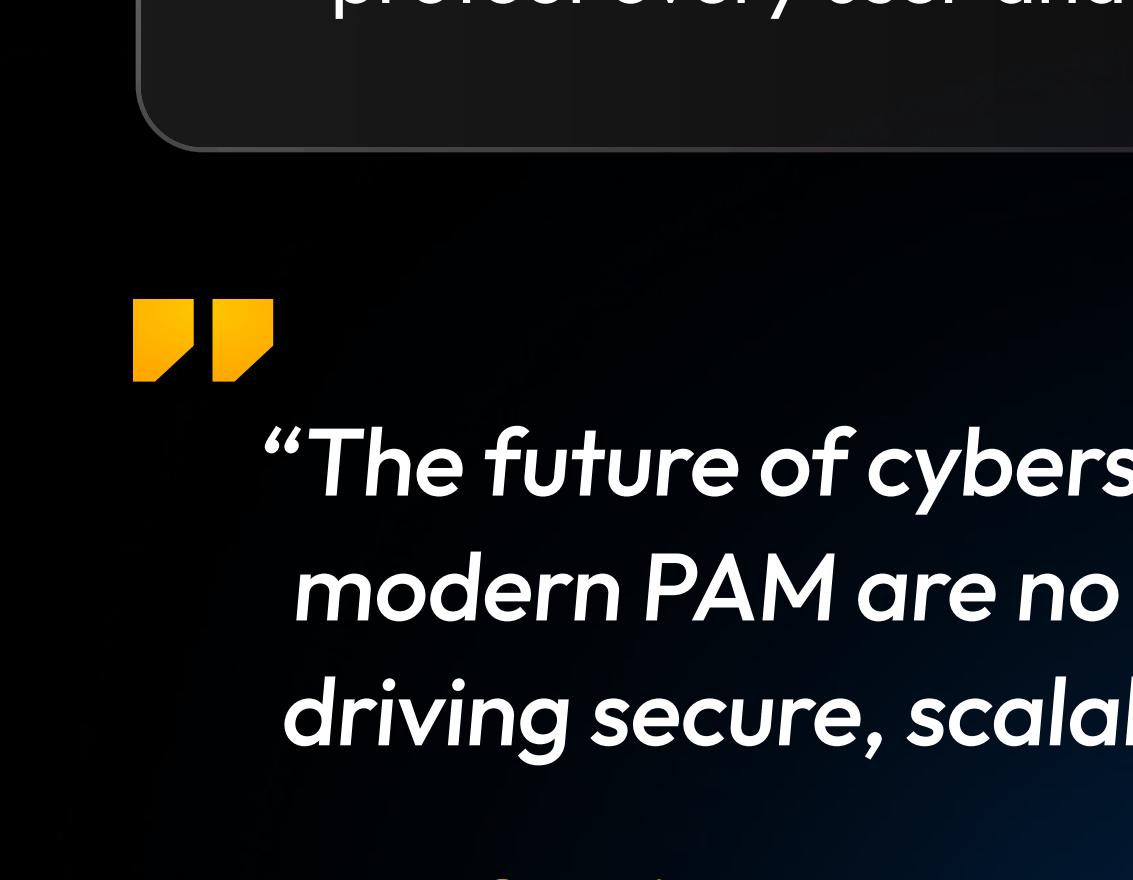
Supply Chain



Deepfakes



### Privileged Access: Basic Controls Still Missed



### Identity is the New Perimeter

Organisations across every industry are redefining cybersecurity through an identity-first lens. By aligning zero trust security, AI-powered defenses and modern privileged access management, security leaders are creating adaptive, resilient systems that protect every user and connection.

 “The future of cybersecurity starts with identity. Zero trust and modern PAM are no longer ambitions; they are the engines driving secure, scalable growth.”

Darren Guccione  
CEO & Co-founder, Keeper Security