

Rising Star Bare.ID

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Company Information

Founded: 2022
Headquarters: Wiesbaden
Funding: Self-funded
Market Segment: IAM
Licensing Model: Subscription
Geographic Focus: Primarily EMEA

Summary

Bare.ID, established in 2022 in Wiesbaden, provides an IAM solution that extends well beyond Keycloak's foundations, targeting mid-market enterprises. It integrates Access Management and Identity Lifecycle Management with an emphasis on usability and compliance, offering adaptable deployment options that suit the needs of businesses in Europe.

Market Segment Overview

The Identity Fabrics market emphasizes the integrated management of identities across diverse and complex IT ecosystems. This approach leverages core IAM (Identity and Access Management) functionalities such as Access Management and Identity Governance and Administration (IGA), targeting improved security, user experience, and compliance management. These solutions are constructed to address the evolving landscape of digital identity requirements in business environments.

Vendor Description

Established in 2022 in Wiesbaden, Germany, Bare.ID operates within the Identity Fabrics landscape, primarily serving the mid-market. It is a self-funded entity with historical ties to the AOE Group, known for its consulting services since 1999. Bare.ID leverages the open-source framework Keycloak extensively, providing a subscription-based IAM solution in flexible deployment models, including on-premises and self-hosted as well as SaaS. Bare.ID's customers span across several large organizations, public sector entities, and mid-sized organizations. Its offerings are primarily directed at European clientele, where digital sovereignty and data locality are critical considerations.

Solution Overview and Innovation

Bare.ID's Streamlined Access Management (SAM) extends beyond mere adaptations of Keycloak by offering a comprehensive IAM package. It includes Access Management, IGA, and Privileged Access Management (PAM) within a framework that also emphasizes user experience through enhanced UI/UX designs, achieving conformity with GDPR and accessibility standards as well as being a foundation for NIS2 and DORA-compliance.

Notable features include comprehensive open standard APIs for seamless and flexible integration, and capabilities for self-service and automated user management.

Bare.ID's innovation is not only utilizing but significantly expanding Keycloak's established capabilities and augmenting them to suit comprehensive IAM applications while ensuring maintainable operations. This addresses the customer's demand for efficiency and compliance without the commitment to larger-scale resource deployment typically associated with broader IAM solutions. A key differentiator is the ability for customers to revert to a native Keycloak deployment within days, minimizing vendor lock-in risk.

The solution aligns strongly with mid-market needs by presenting a manageable yet comprehensive IAM offering. This alignment is evident in Bare.ID's streamlined approach that targets critical IAM needs without introducing unnecessary complexity, thus serving effectively the operational realities of mid-sized enterprises.

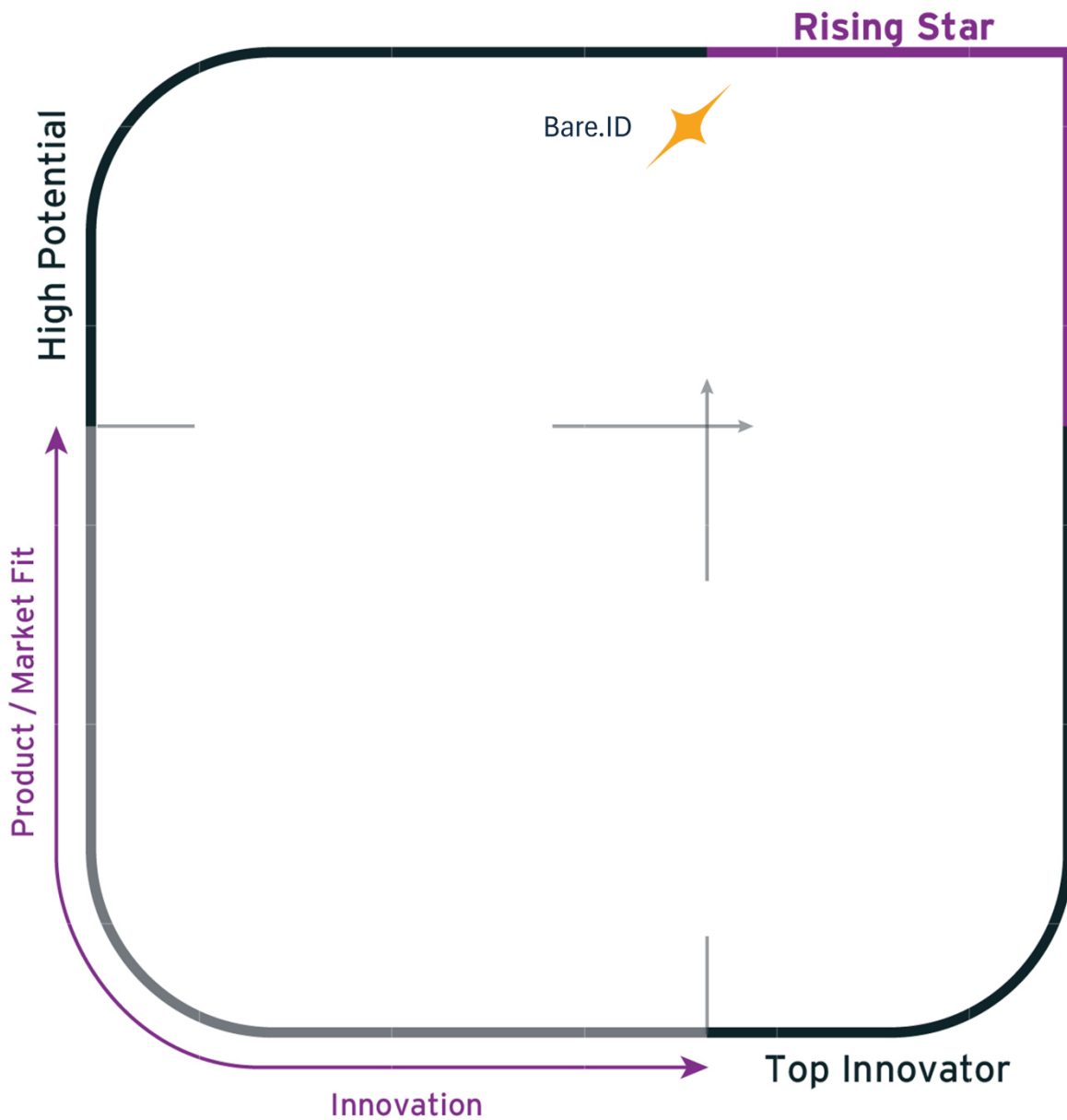
Strengths and Challenges

Strengths

- Extensive expansion on Keycloak for robust IAM capabilities.
- Designed particularly for the mid-market's need for simplified yet comprehensive solutions.
- Deployment flexibility catering to varied technological landscapes (cloud, on-premise, and hybrid).
- Strong emphasis on digital sovereignty with an entirely German supply chain.

Challenges

- Competing against larger IAM vendors with more comprehensive portfolios.
- Maintaining market differentiation amidst rapid technological innovations.
- Establishing robust brand recognition externally while scaling operations comprehensively.



Analyst's View

The market landscape for mid-market IAM solutions continues to broaden, highlighting a particular demand for streamlined, integrated solutions. Practitioners acknowledge the limited fulfillment of this demand by larger entities' offerings, most of which are not tailored to the pointed needs of mid-market enterprises. Bare.ID's focused offerings contribute valuable solutions by harmonizing Access Management and IGA in a manner pertinent to organizations seeking nimbleness combined with comprehensiveness. Their operational emphasis on localized European support models further binds well with regional compliance

and operational expectations. As this niche continues to develop, Bare.ID is well-positioned to capture broader recognition and adaptability within the Identity Fabrics sector.

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