Cybersecurity Viewpoint Service

Part of the Cybersecurity Service Area Package
A broad yet insightful view of the cybersecurity market, with high-level data on revenues and market shares across cybersecurity technologies, alongside qualitative research and analysis into the topic.

Designed to help stakeholders across the cybersecurity landscape understand a complex market in transition.

“Today’s organizations face a broad and evolving cyberthreat landscape and a highly complex cybersecurity picture. There is no desired end-state in the quest to address security challenges; instead, a constant need to improve security posture and remain as protected as possible whilst still doing business.”

Maxine Holt
Senior Director
HOW OMDIA HELPS YOU

- This service identifies significant opportunities available to vendors and managed service providers as well as best practices for enterprises
- Fast and actionable advice to vendors on market demand, driven by Omdia’s close connection to the enterprise and developer communities through Informa Tech’s Black Hat and Dark Reading platforms
- More than 30 years’ experience in guiding vendors to market success and advising enterprises on security policy and practice
- Omdia’s market data supports robust data-driven decision-making with detailed insight into the enterprise security agenda, and forecast spending for cybersecurity products by segments
- The influences from governance, risk, compliance, people, process, and the wider technology estate come into play in the Cybersecurity Viewpoint Service

KEY QUESTIONS ADDRESSED

- How do we match our products and services to the most critical concerns on the enterprise security agenda?
- Which channels in an increasingly complex ecosystem offer the best route to market for our products?
- Where should we play and whom should we partner with to ensure we succeed in a dynamic and consolidating security technology market?
- How should we build comprehensive and robust security products into our service offering?
- How should we position and message the benefits of a managed service approach to enterprise security?
- How do we bridge between onboarding the latest cybersecurity solutions and meeting the wider service needs of our enterprise customers?
- How do the governance, risk, and compliance levers on cybersecurity influence the security posture of organizations?
- Which products and platforms are most appropriate for securing systems and information?
- How do we address a shortage in specialist security skills and expertise?
Cybersecurity Viewpoint: Our Expert Analysts

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Cybersecurity Viewpoint: Deliverables

MARKET TRACKERS
—Biannually—
Worldwide and regional market size and share information, historic and forecasted through 2025

VENDOR BENCHMARKING
—Annual—
Evaluate and compare vendors in key established technology domains

REPORTS
—Annual—
Executive summary of key markets and technologies

ANALYST INSIGHTS
—Ongoing—
Analyst commentary on market shifts, technology and regional developments, vendors, events, and more

PRESENTATIONS
—Quarterly—
Quarterly scheduled briefings with analysts on research highlights from all aspects of the market

ANALYST ACCESS
—Ongoing—
For prompt responses to urgent and unique questions
Cybersecurity Viewpoint: Market Tracker

Cybersecurity Viewpoint Market Tracker

Forecasts, analysis, and trends for cybersecurity technologies products and services

DETAILS

Frequency: Biannual

Measures
- Top 5 vendors’ market shares
- Revenues
- 5-year forecast by region

Regions
- Worldwide
- North America (US and Canada)
- Europe, Middle East, and Africa (EMEA)
- Caribbean and Latin America (including Mexico)
- Asia & Oceania

COVERAGE

- Infrastructure Security
  - Content security gateway appliances, software, and SaaS
  - Network security appliances & software
  - DDoS prevention appliances

- Identity, Authentication, Access (IAA)
  - Authentication
  - IAM/IDaaS

- IoT Cybersecurity
  - Data Security
  - Device Security
  - IAM
  - Ops & Management
  - Threat Mitigation

- Data Security
  - Data discovery
  - Data governance
  - Data protection

- Security Operations- coming in Q3 2021
Product Overview

Comparative Research – Omdia Universe

The purpose of Omdia Universe research is to help technology decision-makers make informed, balanced, and smart decisions so that they can best utilize and benefit from the myriad of valuable technology solutions that exist.

- Omdia Universe: iDaaS (Q1 2021)
- Omdia Universe: Selecting a Global IT Security Services Provider (Q1 2021)
- Omdia Universe: Email Security (Q3 2021)
- Omdia Universe: Privileged Access Management (Q3 2021)
- Omdia Universe: SIEM (Q3 2021)
- Omdia Universe: Key Management (Q4 2021)

Omdia Universe Introduction
- Omdia has developed a new and improved approach to support the selection of vendor products and services, with technology users and buyers at its heart. Reports will be based on robust research reflecting each vendor’s current capabilities, readiness for the future, and, most importantly, mirror the actual experiences and requirements of the tech user community.
- Global in nature

Measures
- Product/service capability
- Customer experience
- Market presence

Annual Reports

Executive summary of reports covering key markets and technologies and Trends to Watch

Executive Summary Topics (subject to change)

Executive Summary: Evolution of continuous authentication
Executive Summary: Fundamentals of Privileged Access Management
Executive Summary: FIDO Alliance
Executive Summary: Dash for the SecOps Dashboard
Executive Summary: Fundamentals of (SIEM) Security Information Event Management
Executive Summary: Fundamentals of Encryption Key Management
Executive Summary: The role of security resilience in business continuity planning

2021 Trends to Watch: Identity, Authentication, Access (Q4 2020)
2021 Trends to Watch: Security Operations (Q4 2020)
2021 Trends to Watch: Data Security (Q4 2020)
2022 Trends to Watch: Data Security (Q4 2021)
2022 Trends to Watch: Enterprise Security Management(Q4 2021)
2022 Trends to Watch: Identity, Authentication, Access (Q4 2021)
2022 Trends to Watch: Infrastructure Security (Q4 2021)
2022 Trends to Watch: IoT Cybersecurity (Q4 2021)
2022 Trends to Watch: Security Operations (Q4 2021)
2022 Trends to Watch: Emerging Security Technology (Q4 2021)
About Omdia’s Cybersecurity Research

Omdia’s cybersecurity research portfolio provides insightful and reliable data, thought-leading research and presentations, and fast and actionable advice to vendors and service providers. Omdia research is heavily informed by our close connections to the enterprise and developer communities through Informa Tech brands, including Black Hat and Dark Reading.

This research is led by a global analyst team with decades of experience in both end-user organizations and as industry analysts, guiding vendors and service providers to market success. Our analysts are always available to answer your questions about our research or simply provide perspective on the latest developments in the cybersecurity landscape.

Key horizontal topics

- Blue – available now
  - DDOS
  - Cloud, Edge, SASE
  - Managed Security Services
  - 5G/Telecom

- Grey – coming in 2021

Related Content: Cybersecurity Service Area Coverage

Service Area Package: Cybersecurity

- Infrastructure Security Intelligence Service
- Identity, Authentication, Access Intelligence Service
- IoT Cybersecurity
- Data Security Intelligence Service
- Security Operations (SecOps) Intelligence Service
- Enterprise Security Management Intelligence Service
- Cybersecurity Viewpoint Service
Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies, or you want to better understand a data trend, Omdia’s support team is here to help.

**Draw on our expertise**

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email, or face-to-face session with our expert analyst team:

- **Tom Coate**
  Customer Success Manager
- **Kāren Dyer**
  Customer Success Manager

96% of our customers rate our service as Excellent or Very Good.
Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.