



MIA

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Cybersecurity Viewpoint Service

Part of the Cybersecurity Service Area Package

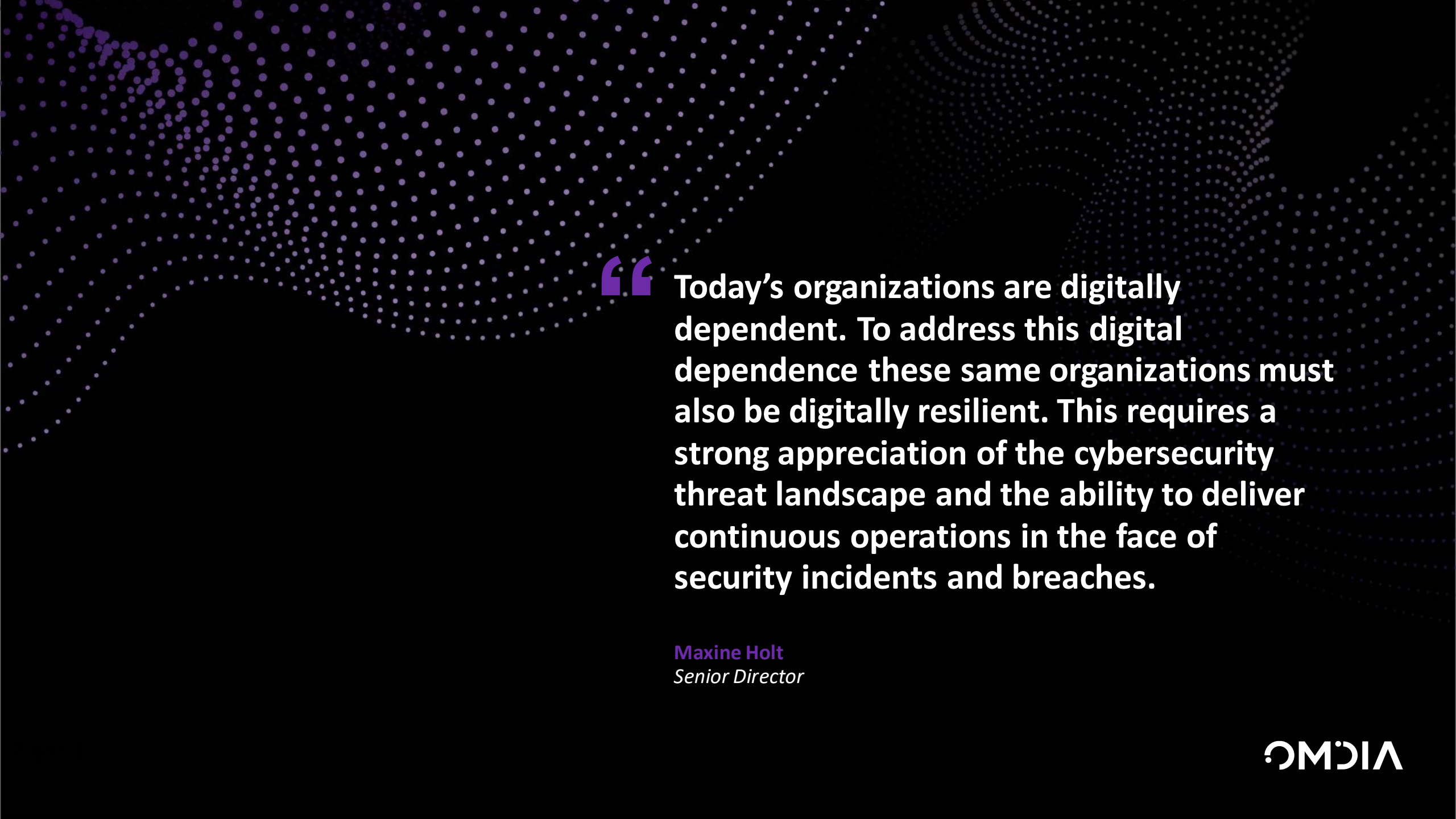
A broad yet insightful view of the cybersecurity market, with high-level data on revenues and market shares across cybersecurity technologies, alongside qualitative research and analysis insights into the topic.

Designed to help stakeholders across the cybersecurity landscape and in general technical roles understand a complex market in transition.

Cybersecurity Viewpoint

The logo for VICM, consisting of the letters 'VICM' in a bold, black, sans-serif font. The 'V' is stylized with a dot at its top left corner, and the 'I' has a dot at its top right corner. The logo is positioned in the bottom right corner of the slide.

VICM



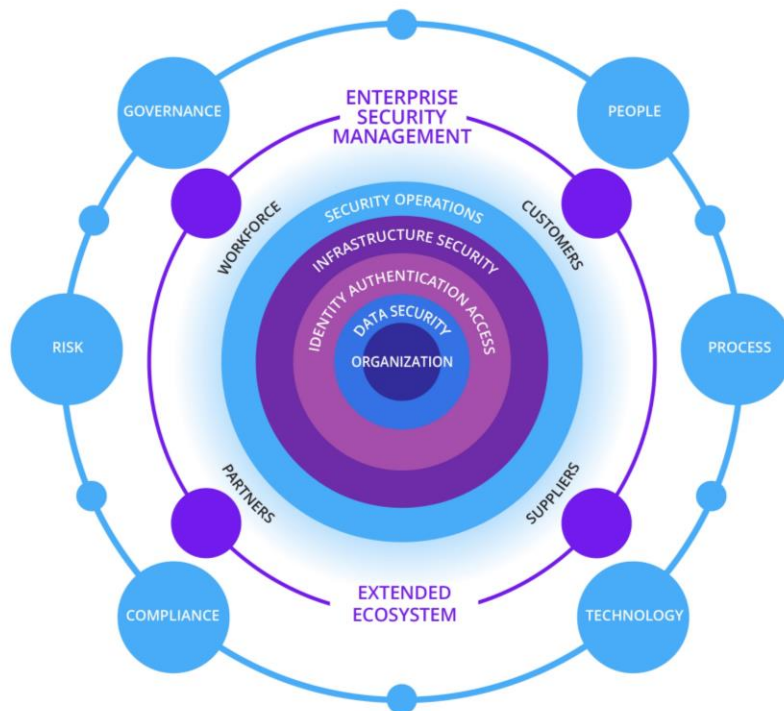
“ Today’s organizations are digitally dependent. To address this digital dependence these same organizations must also be digitally resilient. This requires a strong appreciation of the cybersecurity threat landscape and the ability to deliver continuous operations in the face of security incidents and breaches.

Maxine Holt
Senior Director

Cybersecurity Viewpoint

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Omdia Cybersecurity Ecosystem



HOW OMDIA HELPS YOU

- This service identifies significant opportunities available to cybersecurity technology vendors and managed service providers, brings awareness and insight to general technology vendors and 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
- Decades of 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?
- 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?

Cybersecurity Viewpoint: Our Expert Analysts



Maxine Holt
Senior Director
Cybersecurity



Eric Parizo
Managing Principal Analyst
Cybersecurity



Rik Turner
Senior Principal Analyst
Emerging Cybersecurity



Fernando Montenegro
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Infrastructure Security



Andrew Braunberg
Principal Analyst
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Don Tait
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Identity, Authentication, Access



Ketaki Borade
Senior Analyst
Security Operations



Hollie Hennessy
Senior Analyst
IoT Cybersecurity

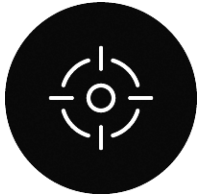


Elvia Finalle
Senior Analyst
Security Operations



Curtis Franklin
Senior Analyst
Enterprise Security Management

Cybersecurity Viewpoint: Deliverables



MARKET TRACKERS

-- Biannually --

Worldwide and regional market size and share information, historic and forecasted through 2026



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

-- Biannually --

Biannually 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 service

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

Data Security

- Data discovery
- Data governance
- Data protection

Enterprise Security Management (ESM)

- Solution-integrated awareness training
- Stand-alone awareness training

Identity, Authentication, Access (IAA)

- Authentication
- On-premise IAM/IDaaS
- Privileged access management (PAM)
- Identity governance administration (IGA)
- IoT identity

Infrastructure Security

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

IoT Cybersecurity

- Data security
- Device security
- Identity, authentication, access
- Infrastructure security
- Security operations

Security Operations (SecOps)

- SIEM (Security Information and Event Management)
- Vulnerability management
- SOAR (Security Orchestration, Automation & Response)
- XDR

Cybersecurity Viewpoint: Security Breaches Tracker

Security Breaches Tracker

The tracker summarizes announcements (in English) related to security breaches, and groups them into distinct categories that can be filtered to provide a tailored view of those aspects of breaches of most interest. Breaches can be filtered by announcement date, date of breach, breach method, breach source, breach outcome, region, country, and industry

DETAILS

Frequency: Quarterly

Measures

- Breaches by method
- Breaches by source
- Breaches by outcome
- Breaches by industry

Regions

- Worldwide
- Americas
- Europe
- Middle East & Africa
- Asia & Oceania

Coverage

Breach Method

- Hacking
- Accidental exposure
- Ransomware
- Phishing
- Supply chain
- Opportunistic
- Denial of service
- Insider
- Privilege escalation
- Social engineering
- Mobile device

Breach Source

- Malicious
- Sloppy (negligent)
- Unintentional (accidental)

Breach Outcome

- Data exposure
- System failure
- Industrial espionage
- Financial loss
- Identity compromise
- Lost/stolen assets
- Process failure

Industry

- Information technology services
- Professional services
- Government
- Healthcare
- Manufacturing
- Education higher
- Retail
- Telecommunication
- Financial markets
- Transportation & logistics
- Hospitality

Industry cont.

- Media
- Education primary K12
- Retail banking
- Insurance
- Utilities
- Construction
- Life sciences
- Oil & Gas
- Wholesale & distribution
- Multi industry
- Other

Updates to the Security Breaches Tracker are also supported by an Analysis report, providing insight into trends and specific breaches.

Cybersecurity Viewpoint: Vendor Benchmarking

Comparative Research – Omdia Universe & Market Radars

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

Included in the Cybersecurity Viewpoint service are summaries of Omdia Universe & Market Radar reports

- **Market Radar: Endpoint Security (Q3 2022)**
- **Market Radar: Identity Governance and Administration (IGA) (Q3 2022)**
- **Market Radar: Security Operations for Industrial IoT (IIoT) (Q4 2022)**
- **Market Radar: Cybersecurity Awareness and Behavior Change (Q4 2022)**
- **Market Radar: Emerging Cybersecurity (Q3 2023)**
- **Market Radar: Firmware Security or Embedded Systems Security (TBD) (Q3 2023)**

- **Omdia Universe: Comprehensive XDR (Q4 2022)**
- **Omdia Universe: Identity-as-a-Service (IDaaS) (update) (Q2 2023)**
- **Omdia Universe: Risk-based vulnerability management (Q2 2023)**
- **Omdia Universe: Cybersecurity Risk Quantification (TBC) (Q3 2023)**

Omdia Universe Introduction

- **What:** The Omdia Universe is a robust comparative research report to support the selection of vendor products and services, with technology users and buyers at its heart.
- **How:** Reports are based on detailed 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.
- **Where:** Global in nature

Measures

- Product capability
- Customer experience
- Market presence

Market Radar reports cover emerging and transformative technologies with a focus on solution capabilities. Omdia Market Radar enables you to compare and evaluate vendors by solution, performance, maturity, breadth of proposition and more. Make better choices with our expert insights.

Cybersecurity Viewpoint: Annual Reports

Executive Summaries & Trends to Watch

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

Executive Summary Topics (2022 topics)

- Executive Summary: Data Privacy Day 2022
- Executive Summary: Multifactor Authentication: An Overview
- Executive Summary: Exploring Privacy-Enhancing Technologies (PETs)
- Executive Summary: Fundamentals of Identity Governance & Administration (IGA)
- Executive Summary: Fundamentals of Comprehensive XDR
- Executive Summary: Challenges and Innovations in the Enterprise Threat Detection Data Lifecycle
- Executive Summary: Fundamentals of Security Awareness and Behavior Change
- Executive Summary: Fundamentals of Security Operations for Industrial IoT (IIoT)
- Executive Summary: Identity Proofing and Validation
- Executive Summary: Fundamentals of Endpoint Security

Executive Summary Topics (2023 topics subject to change, more to be added)

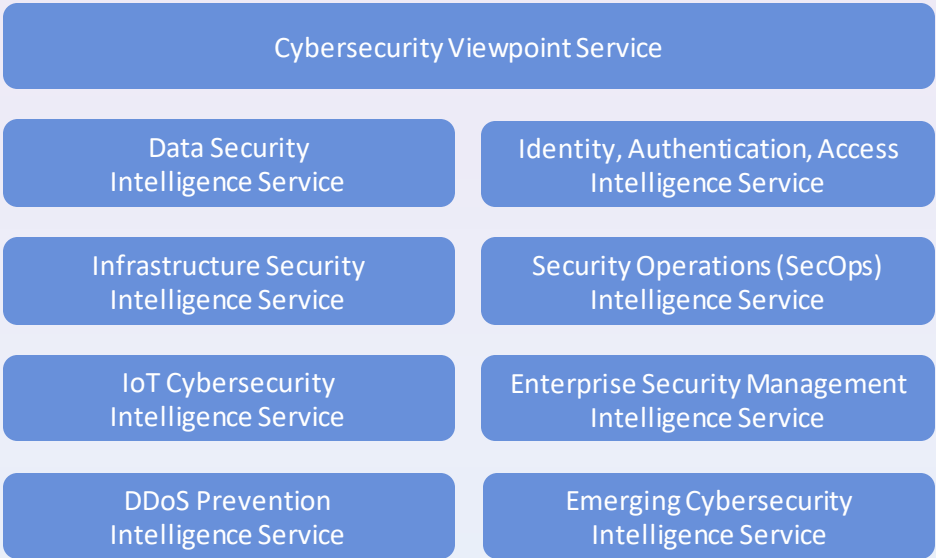
- Executive Summary: Fundamentals of Risk-Based Vulnerability Management
- Executive Summary: Data Privacy Day 2023
- Executive Summary: Decentralized Identity
- Executive Summary: Identity Threat Detection and Response
- Executive Summary: Trends in XDR Integration/Interoperability
- Executive Summary: Fundamentals of Automotive Security
- Executive Summary: Firmware Security / Embedded Systems Security (TBD)
- Executive Summary: Emerging Cybersecurity

Trends to Watch

- 2023 Trends to Watch: Data Security (Q4 2022)
- 2023 Trends to Watch: Identity, Authentication, Access (Q4 2022)
- 2023 Trends to Watch: Infrastructure Security (Q4 2022)
- 2023 Trends to Watch: Security Operations (Q4 2022)
- 2023 Trends to Watch: IoT Cybersecurity (Q4 2022)
- 2023 Trends to Watch: Enterprise Security Management (Q4 2022)
- 2023 Trends to Watch: Emerging Cybersecurity (Q4 2022)

- 2024 Trends to Watch: Data Security (Q4 2023)
- 2024 Trends to Watch: Identity, Authentication, Access (Q4 2023)
- 2024 Trends to Watch: Infrastructure Security (Q4 2023)
- 2024 Trends to Watch: Security Operations (Q4 2023)
- 2024 Trends to Watch: IoT Cybersecurity (Q4 2023)
- 2024 Trends to Watch: Enterprise Security Management (Q4 2023)
- 2024 Trends to Watch: Emerging Cybersecurity (Q4 2023)

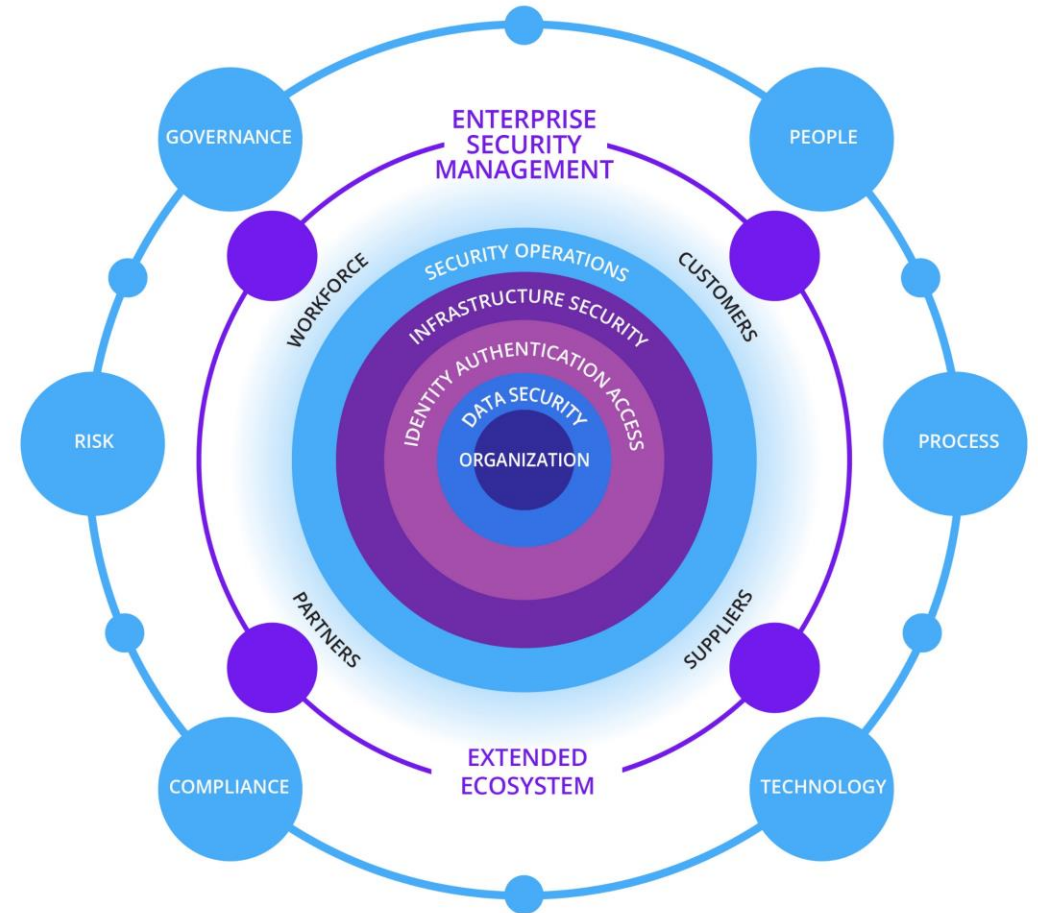
Cybersecurity Service Area



Key Horizontal Topics Coming in 2023



Omdia Cybersecurity Ecosystem



Our “Ask an Analyst” Service Provides Best in Class Customer Support

Leverage unique access to market leading analysts and profit from their deep industry expertise during tailored Ask and Analyst sessions included in your subscription.

Get guidance on:

- How to best navigate the service
- Methodologies
- Data trends

Our Ask and Analyst service can be accessed via phone, email or a face-to-face session with our expert analyst team




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