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
Cybersecurity Viewpoint

Part of the Cybersecurity Service Area Package

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

**IoT Cybersecurity**
- Data security
- Device security
- Identity, authentication, access
- Infrastructure security
- Security operations

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

**Security Operations (SecOps)**- coming in Feb 2022
- SIEM (Security Information and Event Management)
- Vulnerability management

**Enterprise Security Management (ESM)**- coming in Feb 2022
- Solution-integrated awareness training
- Stand-alone awareness training
### Security Breaches Tracker - Newly added in Nov 2021

The tracker summarizes recent 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 the market that are 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**

<table>
<thead>
<tr>
<th>Breach Method</th>
<th>Breach Outcome</th>
<th>Industry</th>
<th>Industry- cont’d</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Hacking</td>
<td>• Data exposure</td>
<td>• Information technology services</td>
<td>• Media</td>
</tr>
<tr>
<td>• Accidental exposure</td>
<td>• System failure</td>
<td>• Professional services</td>
<td>• Education primary K12</td>
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<tr>
<td>• Ransomware</td>
<td>• Industrial espionage</td>
<td>• Government</td>
<td>• Retail banking</td>
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<tr>
<td>• Phishing</td>
<td>• Financial loss</td>
<td>• Healthcare</td>
<td>• Insurance</td>
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<tr>
<td>• Supply chain</td>
<td>• Identity compromise</td>
<td>• Manufacturing</td>
<td>• Utilities</td>
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<tr>
<td>• Opportunistic</td>
<td>• Lost/stolen assets</td>
<td>• Education higher</td>
<td>• Construction</td>
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<tr>
<td>• Denial of service</td>
<td>• Process failure</td>
<td>• Retail</td>
<td>• Life sciences</td>
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<tr>
<td>• Insider</td>
<td></td>
<td>• Telecommunication</td>
<td>• Oil &amp; Gas</td>
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<tr>
<td>• Privilege escalation</td>
<td></td>
<td>• Financial markets</td>
<td>• Wholesale &amp; distribution</td>
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<tr>
<td>• Social engineering</td>
<td></td>
<td>• Transportation &amp; logistics</td>
<td>• Multi industry</td>
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<tr>
<td>• Mobile device</td>
<td></td>
<td>• Hospitality</td>
<td>• Other</td>
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</tbody>
</table>

**Breach Source**

- Malicious
- Sloppy (negligent)
- Unintentional (accidental)
Cybersecurity Viewpoint: Vendor Benchmarking

### 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: Next-generation Security Information & Event Management (SIEM) (Q4 2021)
- Omdia Universe: Security Operations for Industrial IoT (IIoT) (Q3 2022)
- Omdia Universe: Cybersecurity Awareness and Behavior Change (Q3 2022)
- Omdia Universe: Comprehensive XDR (Q3 2022)
- Omdia Universe: Identity Governance and Administration (IGA) (Q3 2022)
- Omdia Universe: Identity as a Service (update) (Q1 2023)

### Measures

- Product/service capability
- Customer experience
- Market presence

### 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
Executive summaries & Trends to Watch

Executive Summary Topics (2021)
- 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 Security Information Event Management (SIEM)
- Executive Summary: Fundamentals of Encryption Key Management

Executive Summary Topics (2022 topics subject to change)
- Executive Summary: Data Privacy Day 2022
- Executive Summary: Fundamentals of Identity Governance (IGA)
- 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: The threat detection data problem
- Executive Summary: Fundamentals of comprehensive XDR
- Executive Summary: Fundamentals of Endpoint Security
- Executive Summary: Modern Vulnerability Management
- Executive Summary: Fundamentals of Quantum-proof encryption
- Executive Summary: Replacement, reinforcement, or reimagining: AI-based automation in ESM

Trends to Watch
- 2022 Trends to Watch: Data Security (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: Enterprise Security Management (Q1 2022)

- 2023 Trends to Watch: Data Security (Q4 2022)
- 2023 Trends to Watch: Enterprise Security Management (Q4 2022)
- 2023 Trends to Watch: Identity, Authentication, Access (Q4 2022)
- 2023 Trends to Watch: Infrastructure Security (Q4 2022)
- 2023 Trends to Watch: IoT Cybersecurity (Q4 2022)
- 2023 Trends to Watch: Security Operations (Q4 2022)
- 2023 Trends to Watch: Emerging Security Technology (Q4 2022)
Related Content: Cybersecurity Service Area Coverage

Service Area Package: **Cybersecurity**

- Cybersecurity Viewpoint Service
- Data Security Intelligence Service
- Identity, Authentication, Access Intelligence Service
- Infrastructure Security Intelligence Service
- Security Operations (SecOps) Intelligence Service
- IoT Cybersecurity Intelligence Service
- Enterprise Security Management Intelligence Service

**Key horizontal topics**

- DDOS
- Managed Security Services
- Cloud and Edge
- 5G/Telecom
- Blue & Purple – Available Now
- Grey – Coming in 2022

**About Omdia’s Cybersecurity Research**

Omdia’s Cybersecurity research portfolio provides insightful and reliable data and research, thought-leading research papers 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.
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

Karen 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.