



MIA

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Data Security Intelligence Service

Part of the Cybersecurity Service Area Package

Global, in-depth coverage of the data security technologies used by enterprises, SMBs, and service providers to protect information from chip to cloud.

Cybersecurity – Data Security Intelligence Service

The logo for VICM, featuring a stylized 'V' that incorporates a circular element, followed by the letters 'I', 'C', 'M', and 'A' in a bold, sans-serif font.

VICM



Understanding your data should form the basis of any wider cybersecurity posture, but if you don't know what data you have, where it is and who has access to it, how can you protect it securely?

Adam Strange
Principal Analyst

Data Security Intelligence Service

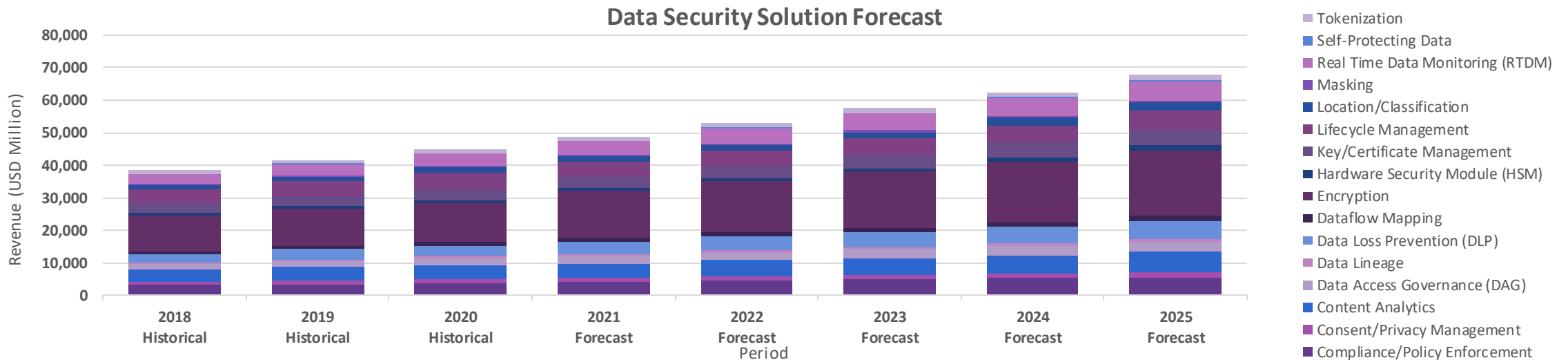
Part of the Cybersecurity Service Area Package

HOW OMDIA HELPS YOU

- Protecting the confidentiality, integrity, and availability of data and information is a crucial component of an organization’s security posture
- Gain detailed observations on capabilities within the relevant technology arenas, comparing and contrasting individual products
- Receive quarterly analyst insights into market trends for Data Security
- Find out what decision-makers are taking into consideration for Data Security, including the impact of privacy legislation

KEY QUESTIONS ADDRESSED

- What are the market sizes for data discovery, data governance, and data protection? How will these markets develop in the next five years?
- What are the key challenges and trends driving change within the data security space?”
- Who are the leading vendors with the data security space?



Data Security Technology: Our Expert Analysts



Adam Strange
Principal Analyst
Data Security



Maxine Holt
Senior Director
Cybersecurity

Data Security Technology: Deliverables



MARKET TRACKERS

-- Biannually --

Worldwide and regional market size and share information, historic and forecasted through 2025



SURVEYS

-- Annual --

In-depth interviews with technology buyers about their purchasing plans, drivers, challenges, etc.



VENDOR BENCHMARKING

-- Annual --

value and compare the vendors in key established technology domains



REPORTS

-- Annual --

Detailed examination of market and technical trends



ANALYST INSIGHTS

-- Ongoing --

Commentary on market shifts, technology and regional developments, vendors, events, and more



PRESENTATIONS

-- Biannually --

Biannual scheduled briefings with analysts on research highlights from all aspects of the market



ANALYST ACCESS

-- Ongoing --

For prompt responses to urgent and unique questions

Data Security Technology: Market Tracker

Data Security Market Tracker

Forecasts, analysis, and trends for data security areas with historic data for 2018 and forecasts to 2025

DETAILS

Frequency: Biannual

Measures

- Revenues (\$M)- Historic data from 2018
- 5 Year Forecasts
- Vendor market shares

Regions

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

DETAILS

Frequency: Biannual

Domains

- Endpoint Security
- Network Security
- Cloud Security
- Hybrid Security

Vertical Markets

- Automotive & transportation
- Communications
- Enterprise
- Consumer
- Commercial and industrial electronics
- Medical

TECHNOLOGY SEGMENTATION

Data Security Technology Segmentation		
Data Discovery	Data Governance	Data Protection
Location	Lifecycle Management	Data Loss Prevention (DLP)
Classification	Real Time Data Monitoring (RTDM)	Encryption/Tokenization/Masking
Dataflow Mapping	Compliance/Policy Management	Key/Certificate Management
Data Lineage	Consent/Privacy Management	Hardware Security Module (HSM)
Content Analytics	Data Access Governance (DAG)	Self-Protecting Data

Data Security Technology: Vendor Benchmarking & Reports

Comparative Research – Omdia Universe & Market Radars

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: Encryption Key Management (Q4 2021)

Market Radar: Quantum- Proof Encryption (Q4 2022)

Omdia Universe Introduction

- **What:** Omdia has developed a new and improved approach to support the selection of vendor products and services with the Technology Users and Buyers at its heart.
- **How:** Reports will be based on robust research reflecting each vendors' 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.

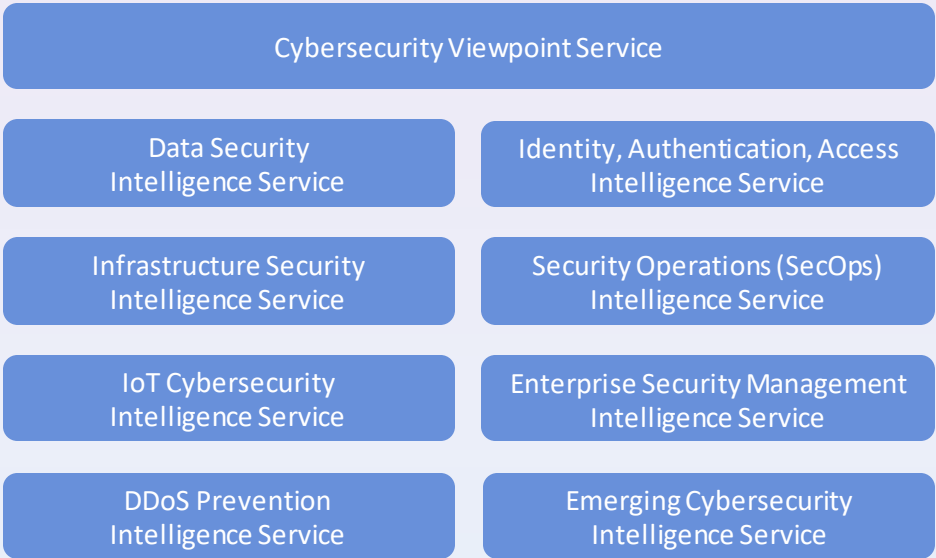
Annual Reports

Analyst reports – Research themes looked at in 2021 and 2022 include:

Report Titles: (subject to change)

- Fundamentals of Encryption Key Management (Q3 2021)
 - Frequency: Ongoing
 - Topics: Rotated Coverage
- Fundamentals of Quantum-Proof Encryption (Q3 2022)
 - Frequency: Ongoing
 - Topics: Rotated Coverage
- Exploring privacy enhancing technologies (PET)
 - Frequency: Ongoing
 - Topics: Rotated Coverage
- 2022 Trends to Watch: Data Security (Q4 2021)
 - Frequency: Annual
- 2023 Trends to Watch: Data Security (Q4 2022)
 - Frequency: Annual
- 2024 Trends to Watch: Data Security (Q4 2023)

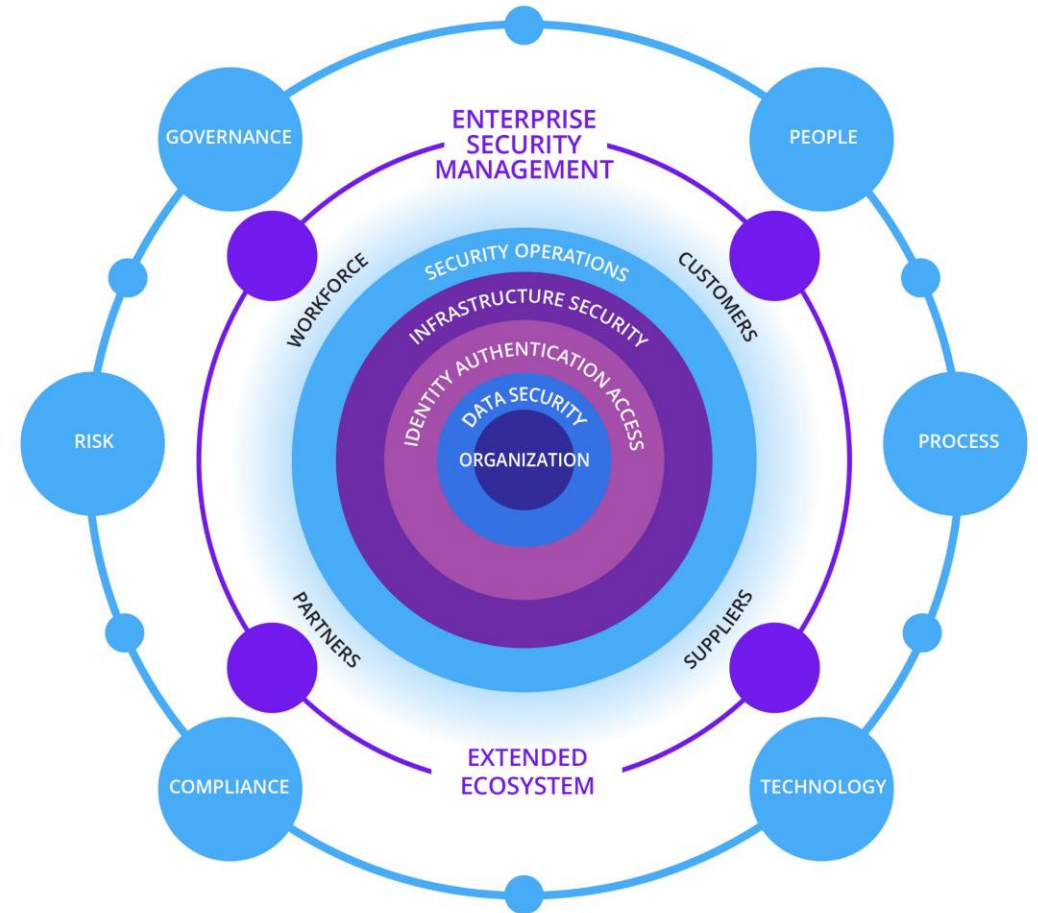
Cybersecurity Service Area



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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