Cybersecurity – 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.

“End users who insist on ignoring even basic cyber hygiene, help to perpetuate the very data security challenges we face as a global community.”

Tanner Johnson
Principal Analyst
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 Solution Forecast

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

Tanner Johnson, Principal Analyst
(Springfield, MO, USA)
Data Security
IoT Cybersecurity

Rik Turner, Principal Analyst
(London, UK)
Emerging Security Technology
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.

**REPORTS**
—Annual—
Detailed examination of market and technical trends

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

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

**PRESENTATIONS**
—Biannually—
Bi-annual 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 : 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

COVERAGE

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

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

Technology Segmentation:

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<thead>
<tr>
<th>Data Security Technology Segmentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Discovery</td>
</tr>
<tr>
<td>Location</td>
</tr>
<tr>
<td>Classification</td>
</tr>
<tr>
<td>Dataflow Mapping</td>
</tr>
<tr>
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</tbody>
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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: Encryption Key Management (Q4 2021)

Measures
- Product capability
- Customer experience
- Market presence

Omdia Universe Introduction
- 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. 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
- Global in nature

Annual Reports

Analyst reports – Research themes looked at in 2021 include:

Report Titles: (subject to change)
- Fundamentals of Encryption Key Management (Q3 2021)
  Frequency: Ongoing
  Topics: Rotated Coverage
- 2022 Trends to Watch: Data Security (Q4 2021)
  Frequency: Annual
Related Content: Cybersecurity Service Area Coverage

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

**Kāren Dyer**
Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
ABOUT OMDIA

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.