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

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Data Security Intelligence Service
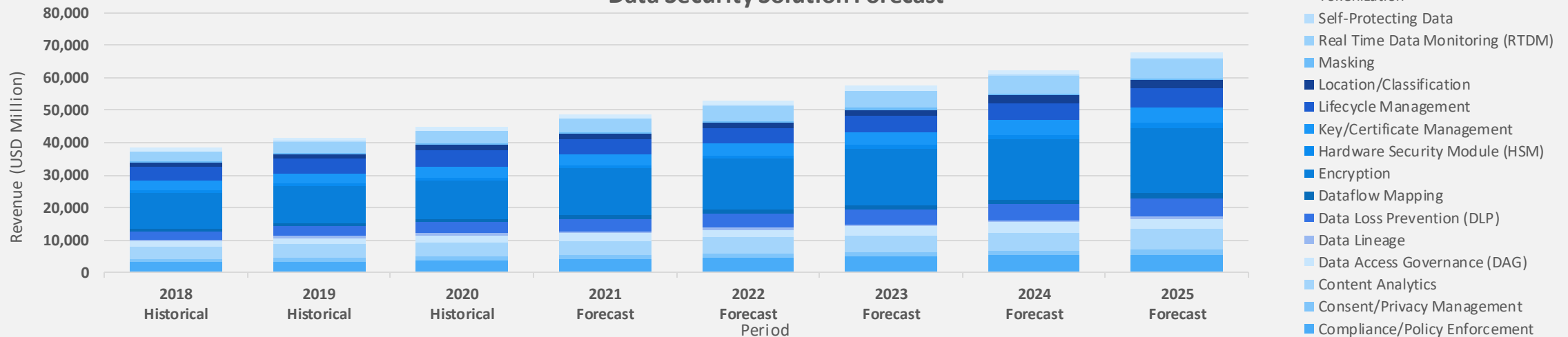
Part of the Cybersecurity Service Area Package

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 Solution Forecast

Legend:
- 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

X-axis: 2018 Historical, 2019 Historical, 2020 Historical, 2021 Forecast, 2022 Forecast, 2023 Forecast, 2024 Forecast, 2025 Forecast — Period

Y-axis: Revenue (USD Million) — 0 to 80,000

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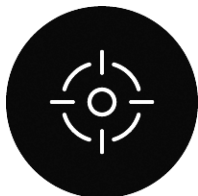OMDIA

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

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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

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Data Security : Market Tracker

Data Security Market Tracker

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

Techonology 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

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Data Security Technology : Vendor Benchmarking & Reports

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)

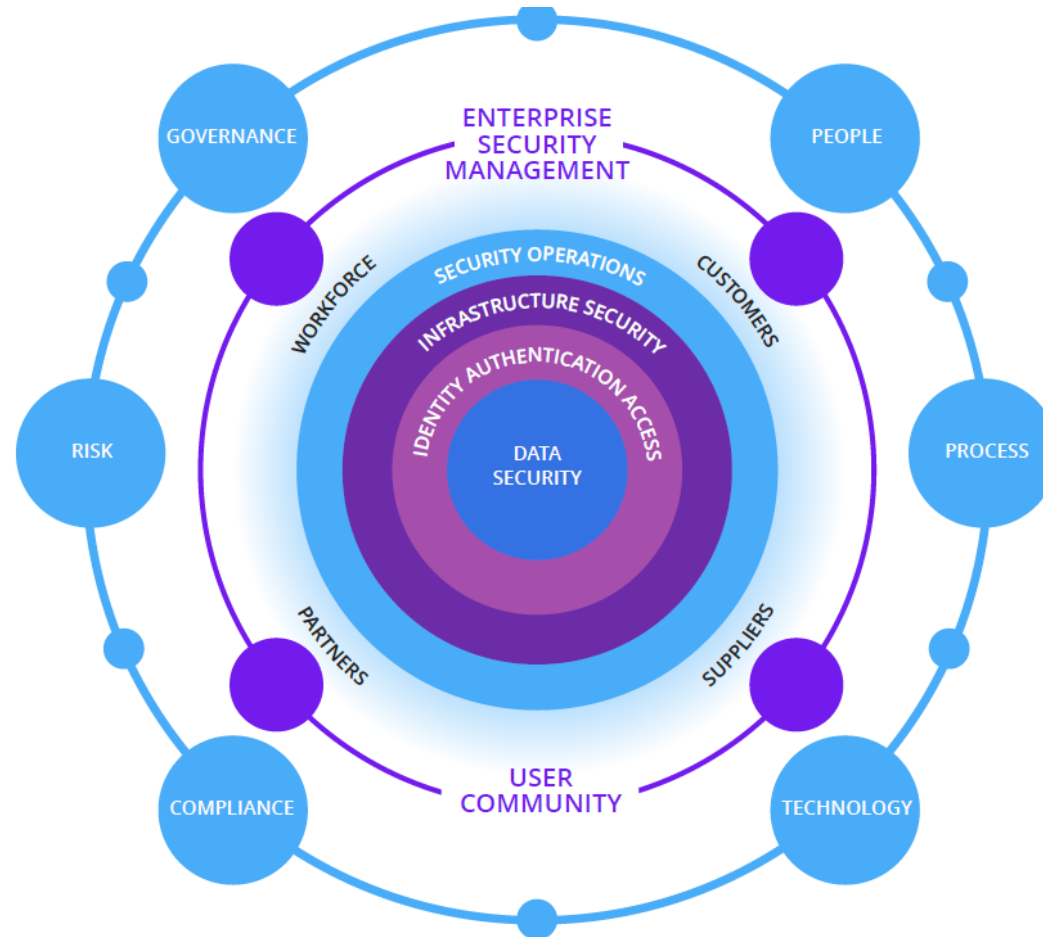- Fundamentals of Encryption Key Management (Q3 2021)
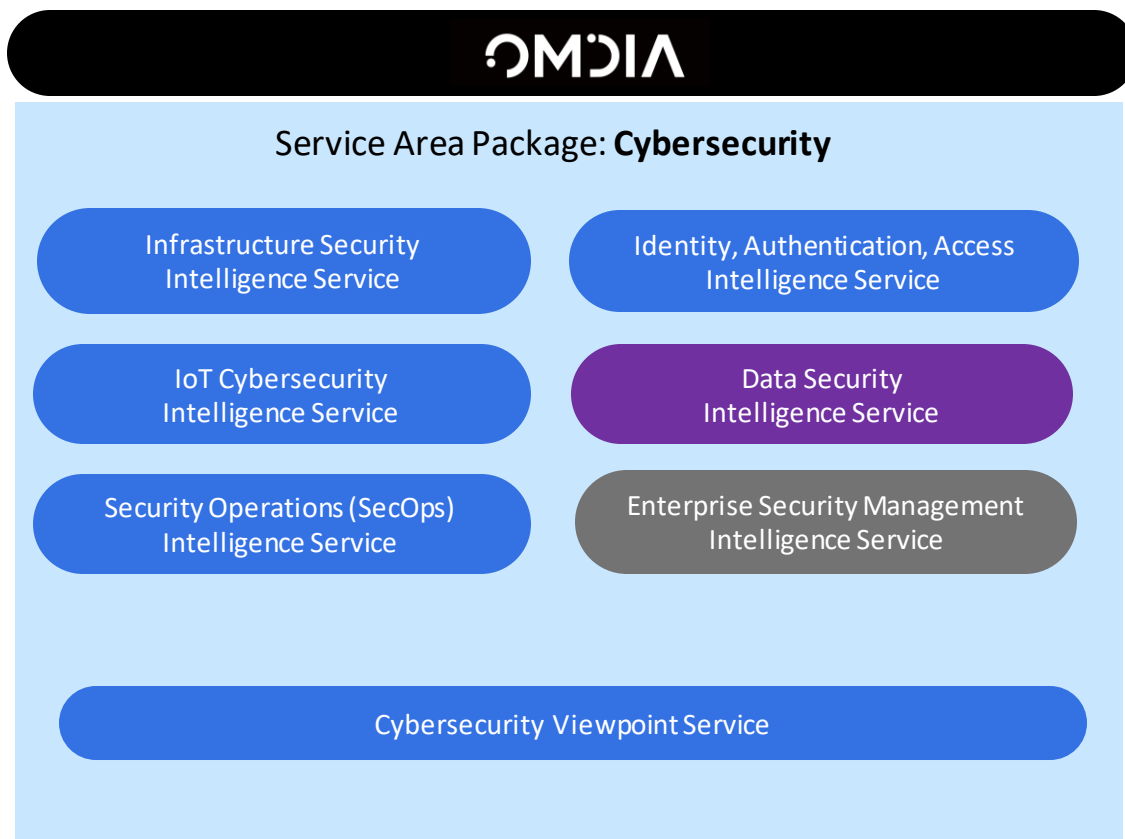**Frequency**: Ongoing
Topics: Rotated Coverage

- 2022 Trends to Watch: Data Security (Q4 2021)
Frequency: Annual

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Omdia's Research on Cybersecurity and its Levers

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Related Content: Cybersecurity Service Area Coverage

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Service Area Package: **Cybersecurity**

Infrastructure Security Intelligence Service

Identity, Authentication, Access Intelligence Service

IoT Cybersecurity Intelligence Service

Data Security Intelligence Service

Security Operations (SecOps) Intelligence Service

Enterprise Security Management Intelligence Service

Cybersecurity Viewpoint Service

Key horizontal topics

DDOS

Managed Security Services

Cloud and Edge

5G/Telecom

Blue & Purple – available now

Grey – coming in 2021

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.

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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.

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

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

Tom Coate
Customer Success Manager

Kâren Dyer
Customer Success Manager

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

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