



MIA

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Emerging Cybersecurity Intelligence Service

Part of the Cybersecurity Service Area Package

A "finger on the pulse" insight into emerging cybersecurity approaches and technology to provide organizations with an up-to-the-minute view of what's around the corner.

Emerging Cybersecurity

OMDIA



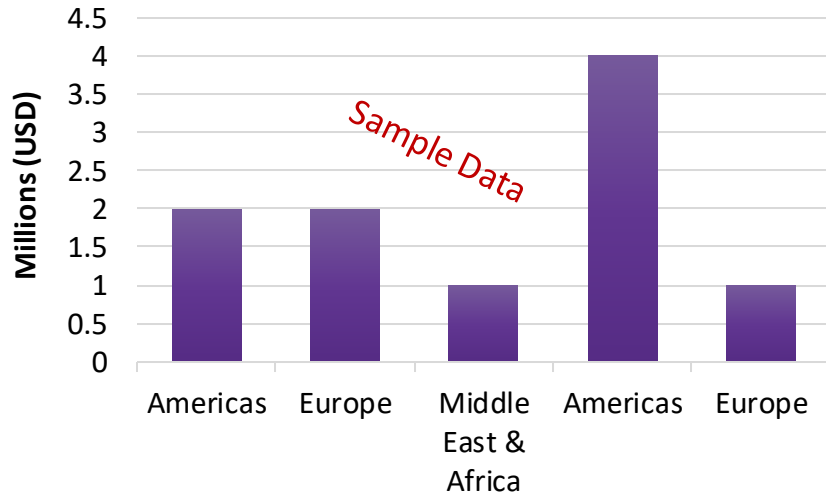
“ Throughout our coverage of infrastructure security, identity and access, data security, and SecOps, we uncover multiple new approaches to cybersecurity. Many of them come from innovative start-ups, who are often acquired, a year or two down the road, by larger vendors seeking to keep up with the emerging new trends in the market.

Rik Turner
Senior Principal Analyst

Emerging Cybersecurity Intelligence Service

**Part of the Cybersecurity Service Area
Package**

Funding By Region



HOW OMDIA HELPS YOU

- Identify key technology and architecture shifts and opportunities
- Understand how broad IT market drivers drive change in the way cybersecurity is delivered:
 - The shift to cloud and edge
 - Rapid evolution in the threat landscape
 - Developments in AI/ML
 - The addition of IoT and its associated threats
- See how new vendors are disrupting established markets and creating new product/service categories
- Find the data you need on an ongoing basis to make critical business decisions

KEY QUESTIONS ADDRESSED

- Which sectors within cybersecurity (infrastructure, identity, data, SecOps, or IoT) are receiving the most funding for new start-ups?
- Have there already been any significant acquisitions in a new technology segment, with a major vendor stepping in to change the competitive landscape?
- What does Omdia expect the total addressable market for a new technology to be?
- How does the new technology fit into the overall market?
- How do the different start-up vendors' offerings differ, and how are their products/services resonating with the market?

Emerging Cybersecurity: Our Expert Analyst



Rik Turner
Senior Principal Analyst
Emerging Cybersecurity

Emerging Cybersecurity: Deliverables



FUNDING TRACKER

-- Quarterly --

Worldwide and regional funding spend, top investors, by company and technology area



REPORTS

-- Annual --

Detailed examination of market and technical trends



VENDOR BENCHMARKING

-- Annual --

Evaluate and compare emerging vendors in a range of technology areas



ANALYST INSIGHTS

-- Ongoing --

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more



ANALYST ACCESS

-- Ongoing --

For prompt responses to urgent and unique questions

Emerging Cybersecurity: Funding Database

Emerging Cybersecurity Funding Tracker

Worldwide and regional funding spend, top investors, by company and technology area

DETAILS

Frequency: Quarterly

Measures

- Funding rounds & spend
- Top investors
- Headcount levels

Regions

- Country level detail by funding headquarter

TAXONOMY SEGMENTATION

- Application Security
- Cloud Security
- Content Security
- Data Security
- Emerging Security Technologies
- Endpoint Security
- Identity and Access Management
- IoT Security
- Network Security
- Physical Security
- Security Management
- Security Operations
- Security Services
- Security Training



Emerging Cybersecurity: Vendor Benchmarking & Reports

Comparative Research – Market Radars and On the Radar

Our vendor selection products: Omdia Market Radar and Omdia On the Radar help you make the best-informed technology purchase decisions:

Market Radar: Encryption Key Management (EKM) Solutions (Q2 2022)

Market Radar: Cloud Permissions Management (CPM) (Q1 2022)

On the Radar (OTR) : On the Radar: The Armis Visibility Platform spans IoT, IT, and OT assets (Q2 2022)

On the Radar: CybeReady provides automation and orchestration for security awareness training (Q2 2022)

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.

On the Radar (OTR) These short-form reports analyze new solutions and provide a deep dive assessment of specific vendors, to help you stay ahead. Assess the latest vendor developments and dynamics, to find out which businesses should be on your radar. Reports are about a single vendor.

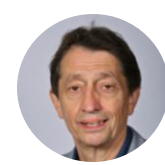
Annual Reports

Research themes looked at in 2022 include:

Report Titles: (subject to change)

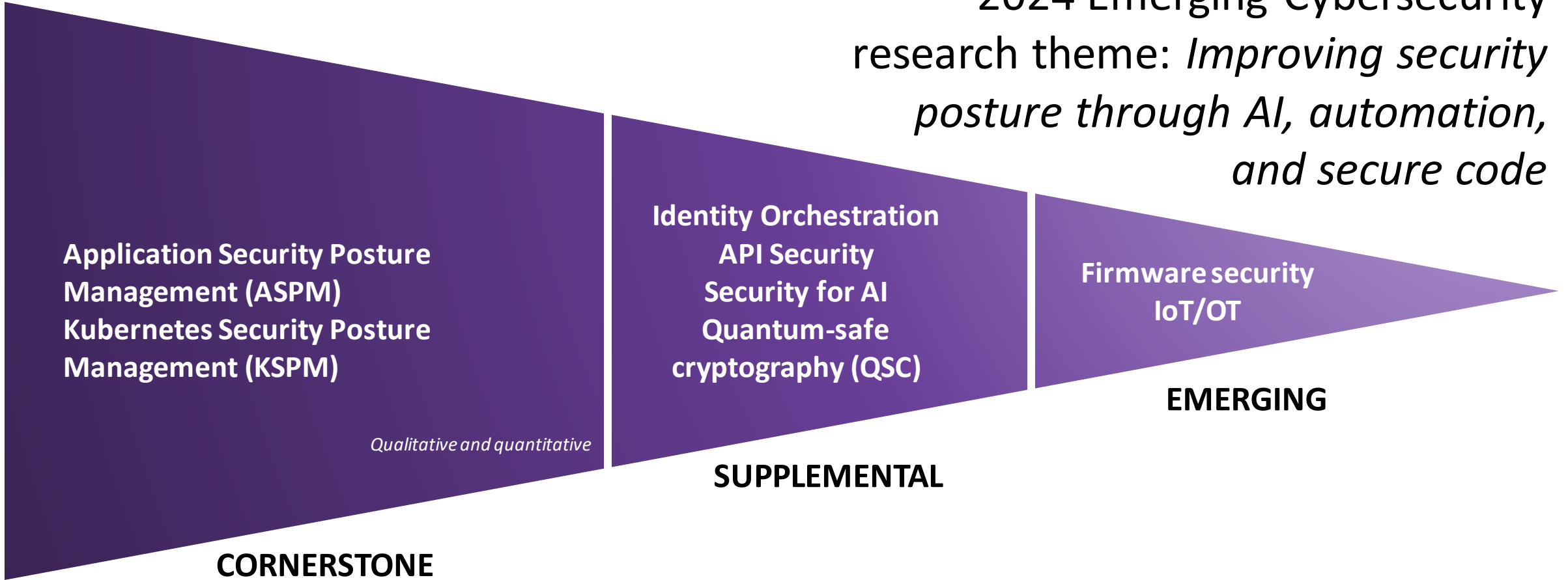
- Fundamentals of Cloud Permissions Management (CPM) (Q1 2022)
- 2024 Trends to Watch: Emerging Cybersecurity (Q4 2023)
- Cybersecurity Decision-Maker Survey 2024: Emerging Cybersecurity (3Q24)

Emerging Cybersecurity research coverage, 2024



2024 Emerging Cybersecurity research theme: *Improving security posture through AI, automation, and secure code*

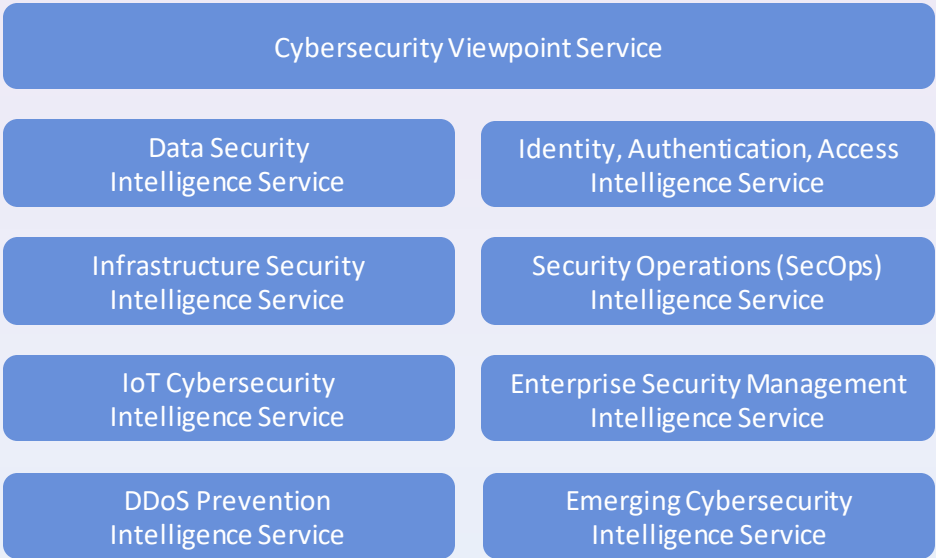
Emerging Cyber Research Strategy



2024 Research Agenda

Quarter	Topic
Q1 2024	Profiling vendors in Kubernetes Security Posture Management (KSPM): Kubernetes environments are the de-facto standard for cloud-native technologies but securing them involves numerous topics including container workload security, securing the Kubernetes management plane, and deep integration with software development pipelines. This report will look at the concepts, principles, strategies, products, and services involved as the enterprise works to get it right.
Q2 2024	Profiling vendors in application security posture management (ASPM): With digital transformation having turbocharged organizations' reliance on applications to interact with customers as well as to enable their employees and partners to perform their functions, the criticality of AppSec has increased apace. While runtime protection from attacks is fundamental, a more proactive approach to AppSec is also emerging with the advent of ASPM, which inspects apps to discover issues within them, including vulnerabilities, misconfigurations, and excessive access rights, as well as potential compliance issues, moving to address them before they are exploited by threat actors.
Q3 2024	2025 Trends to Watch 2025; identity orchestration: Each year, Omdia analysts present the trends that will define the coming year. 2024 is no exception, as we learn from the present year to define for clients the topics and technologies that will dominate conversations and news in 2025. In terms of topics for this quarter, we will be publishing profiles of vendors in the emerging sector of identity orchestration, which is a standard-based, software approach for managing distributed identity and access management (IAM) and other related identity technologies like PAM. Through an abstraction layer, organizations can integrate multiple identity systems or providers (IDPs) across clouds and on-premises.
Q4 2024	Firmware security in IoT: Firmware is designed to be the interface between a computer's hardware and software, literally sitting between the two. It abstracts away many of the low-level, hardware-specific details of how the computer works, making it easier to develop software and to run the same software on multiple systems. Internet of Things (IoT) devices are often targeted by cyber attackers due to their ubiquity and limited security features. Their firmware, sitting below the software that enables software to run on them, is an ideal target for attacks, since when compromised, it gives an attacker full control of the device. Secure firmware requires specialized security controls and technologies to protect against cyberattacks and data breaches. We will profile some of the emerging players in this segment and describe how their technology works.

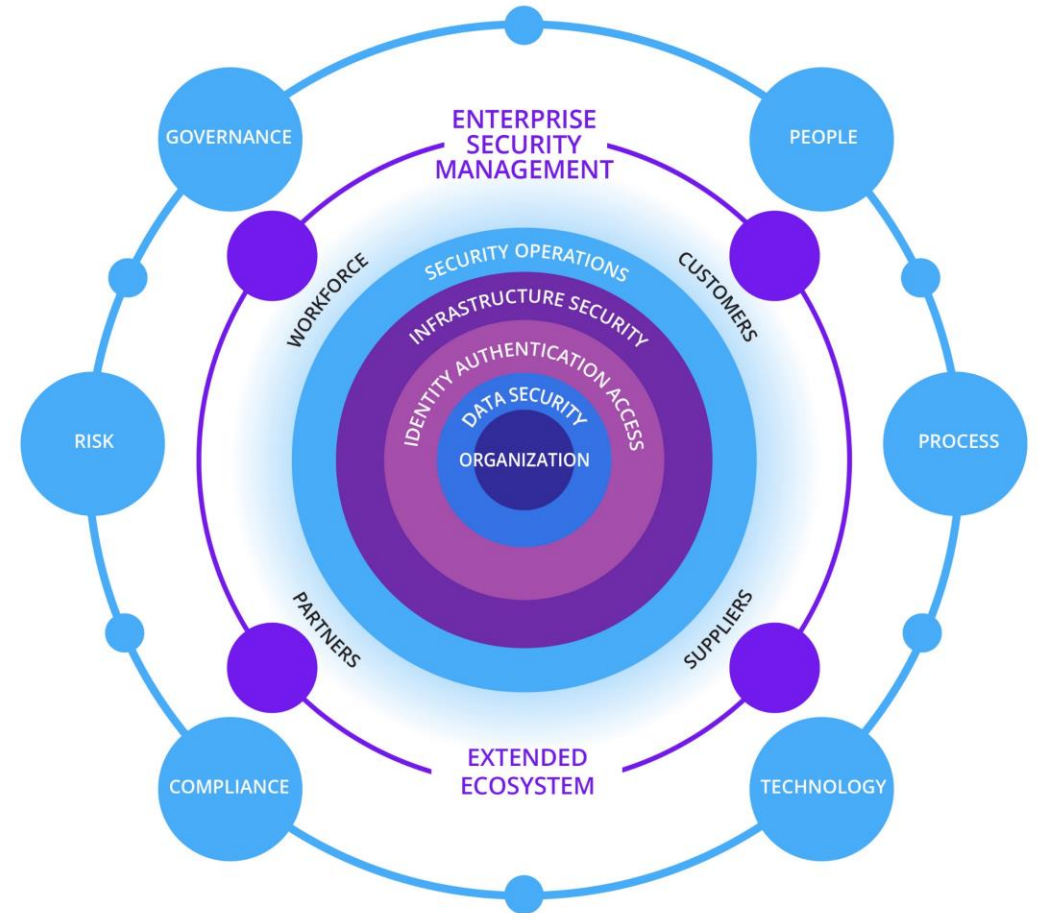
Cybersecurity Service Area



Key Horizontal Topics Coming in 2023



Omdia Cybersecurity Ecosystem



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

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Get guidance on:

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

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