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

“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

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?

Source: Omdia
Emerging Cybersecurity: Our Expert Analyst

Rik Turner
Senior Principal Analyst
(Newcastle, UK)
Cybersecurity
Emerging Cybersecurity
Emerging Cybersecurity: Deliverables

**FUNDING TRACKER**
—Biannual—
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

**Frequency:** Biannual

**Measures**
- Funding rounds & spend
- Top investors
- Headcount levels

**Regions**
- Country level detail by founding 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)

**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.

**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.

### Reports

**Report Titles: (subject to change)** Research themes looked at in 2022 include:

- Fundamentals of Cloud Permissions Management (CPM) (Q1 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.

**Key horizontal topics**

- **DDOS**
- **Cloud and Edge**
- **Managed Security Services**
- **5G/Telecom**
- **Blue & Purple – Available Now**
- **Grey – Coming in 2023**
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:

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

Tom Coate
Customer Success Manager

Karen Dyer
Customer Success Manager

Emerging Cybersecurity
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.