

Cybersecurity – Enterprise Security Management (ESM) Intelligence Service

Part of the Cybersecurity Service Area Package

Global, in-depth coverage of the enterprise security management approaches and technologies used by enterprises, SMBs and service providers to support organizational security posture

“ Cybersecurity is about so much more than technology. How an enterprise approaches and delivers cybersecurity capability is encapsulated in enterprise security management: the people, process, and technology to build effective security controls; the influence of governance, compliance and risk; and more! ”

Curtis Franklin
Senior Analyst

Enterprise Security Management (ESM) Intelligence Service

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HOW OMDIA HELPS YOU

- Compare/contrast individual products and segments
- Learn about Enterprise Security Management market trends and emerging change agents
- Understand the challenges that information security decision-makers face and the effect on cybersecurity technology and services purchasing and strategy.

KEY QUESTIONS ADDRESSED

- What are the key trends driving change in within Enterprise Security Management?
- What are the market sizes for security awareness and behavior change? Focus on single-vector approaches and general.
- How will these markets develop in the next five years and who are the leading vendors and the fastest-growing vendors within the space?
- What needed capabilities are underrepresented in the marketplace?
- Where are the opportunities for innovation?



Enterprise Security Management (ESM): Our Expert Analysts



Curt Franklin, Senior Analyst
(Orlando, FL, USA)
Enterprise Security Management
Security Operations



Maxine Holt, Senior Director
(London, UK)
Cybersecurity
Enterprise Security Management

ESM 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—

Commentary on technology and market shifts, acquisitions, 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

ESM Technology: Database & Market Tracker

ESM Database (Data Asset) – For 1H 2021

Data asset for selected ESM segments for 2019 and 2020

Details

Frequency: Biannual

Measures

- Revenues for 2019 and 2020 (\$M)
- Vendor market shares

Regions

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

Technology Segmentation

- Education
 - Awareness & Behavior Change
 - Stand-alone awareness training
 - Solution-integrated awareness training

ESM Market Tracker – For 1H 2022

Forecasts, analysis, and trends for ESM areas with historic data for 2019 to 2021 and forecasts to 2026

Details

Frequency: Biannual

Measures

- Revenues (\$M)- Historic data from 2019 to 2021
- 5 Year Forecasts- **coming in Q2 2022**
- **Vendor market shares**

Regions

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

Technology Segmentation

- Education
 - Awareness & Behavior Change
 - Stand alone awareness training
 - Solution-integrated awareness training
- Cybersecurity Risk- **coming in Q4 2022**
 - Risk assessment
 - Risk quantification
 - Risk monitoring

ESM 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: Cybersecurity Awareness and Behavior Change (Q3 2022)

Measures

- Product capability
- Customer experience
- Market presence

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

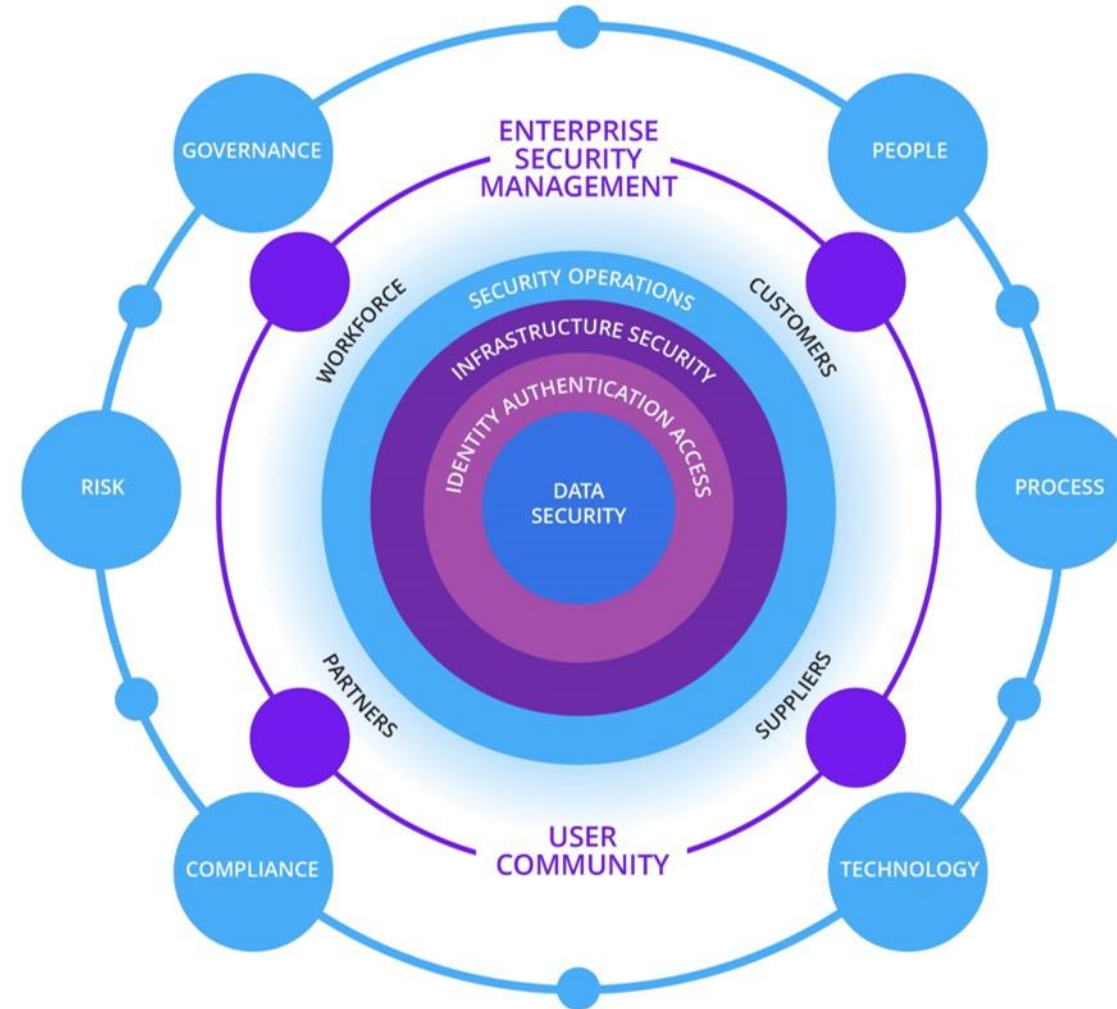
Annual Reports

Analyst Reports – Research themes examined in 2021 and 2022 include:

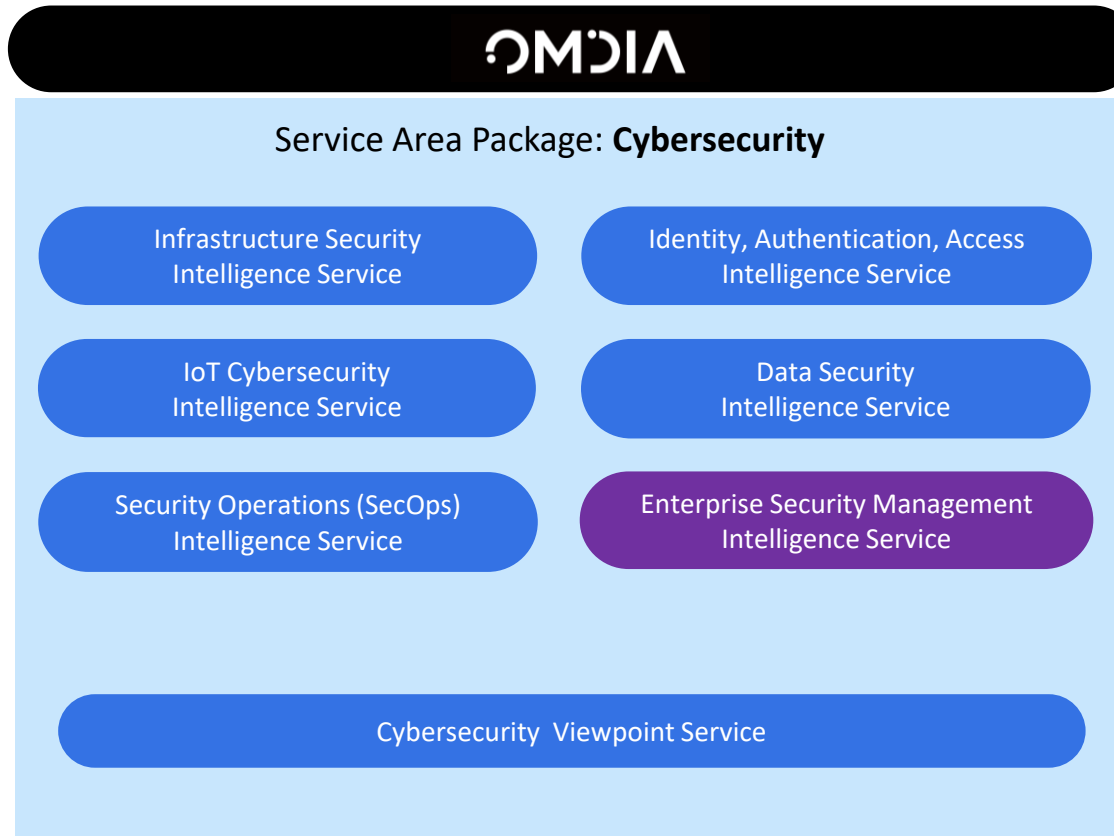
Report Titles:

- 2022 Trends to Watch: Enterprise Security Management (Q4 2021)
Frequency: Annual
- 2022 Trends to Watch: Emerging Security Technology (Q4 2021)
Frequency: Annual
- Enterprise Security Management Decision-Maker Insights – 2H21 (Q4 2021)
Frequency: Biannual
- Fundamentals of Security Awareness and Behavior Change (Q1 2022)
Frequency: Rotating coverage
Topics: Rotated Coverage
- 2023 Trends to Watch: Emerging Security Technology (Q4 2022)
Frequency: Annual
- 2023 Trends to Watch: Enterprise Security Management (Q4 2022)
Frequency: Annual

Omdia Cybersecurity Ecosystem



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.

Key horizontal topics



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:



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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.