



MIA

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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.

Cybersecurity – Data Security Intelligence Service

The logo for VMC, consisting of the letters 'VMC' in a bold, black, sans-serif font. The 'V' is stylized with a dot at its top left corner. The logo is positioned in the bottom right corner of the slide.

VMC



Understanding your data should form the basis of any wider cybersecurity posture, but if you don't know what data you have, where it is and who has access to it, how can you protect it securely?

Adam Strange
Principal Analyst

Data Security Intelligence Service

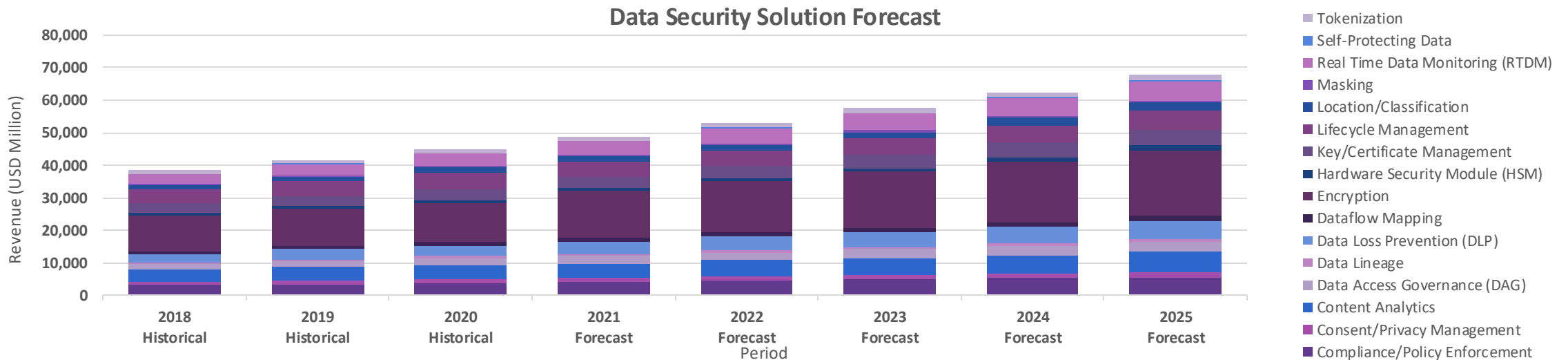
Part of the Cybersecurity Service Area Package

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 Technology: Our Expert Analysts



Adam Strange
Principal Analyst
Data Security



Maxine Holt
Senior Director
Cybersecurity

Data Security Technology: Deliverables



MARKET TRACKERS

-- Biannual --

Worldwide and regional market size and share information, historic and forecasted through 2028



SURVEYS

-- Annual --

In-depth interviews with technology buyers about their purchasing plans, drivers, challenges, etc.



VENDOR BENCHMARKING

-- Annual --

value and compare the vendors in key established technology domains



REPORTS

-- Annual --

Detailed examination of market and technical trends



ANALYST INSIGHTS

-- Ongoing --

Commentary on market shifts, technology and regional developments, vendors, events, and more



PRESENTATIONS

-- Biannual--

Biannual 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 Technology: 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

DETAILS

Frequency: Biannual

Domains

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

Vertical Markets

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

TECHNOLOGY 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

Data Security Technology: Vendor Benchmarking & Reports

Comparative Research – Omdia Universe & Market Radars

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)

Market Radar: Quantum- Proof Encryption (Q4 2022)

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

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.

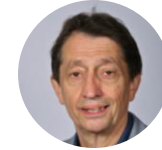
Annual Reports

Analyst reports – Research themes looked at in 2021 and 2022 include:

Report Titles: (subject to change)

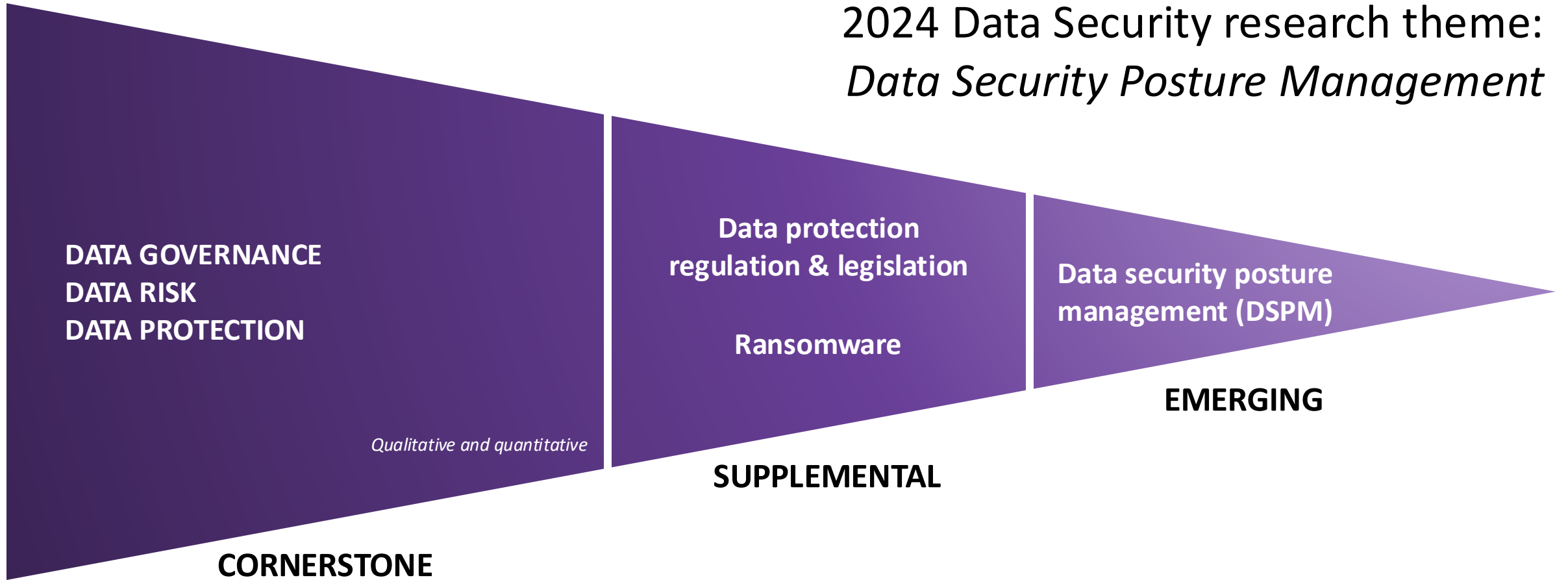
- Vendor Assessments
 - Frequency: Ongoing
 - Topics: Rotated Coverage
- Exploring privacy enhancing technologies (PET)
 - Frequency: Ongoing
 - Topics: Rotated Coverage
- Cybersecurity Decision-Maker Survey 2024: Data Security (3Q24)
 - Frequency : Annual
- 2024 Trends to Watch: Data Security (Q4 2023)
 - Frequency: Annual
- Data Security Posture Management (DSPM) Fundamentals Report (1Q 2024)
- Data Privacy Day 2024: Is Regulatory Compliance Enough to Adequately Safeguard Organizational Data in Today's Cybersecurity Landscape? (1Q24)
- Data Privacy Legislation as a Driver for Improved Data Security (2Q24)
- The State of Ransomware and Approaches to Mitigation (4Q24)

Data Security research coverage, 2024



2024 Data Security research theme:
Data Security Posture Management

Data Security Research Strategy



2024 Research Agenda

Quarter	Topic
Q1 2024	Market Landscape - DSPM: Data Security Posture Management has been <i>the</i> trend in Data Security for 2023 and has transformed what was a bit-part player in terms of the wider cyber security discussion into a separate discipline firmly at the heart of the security planning process. This report will look in detail at the development path, the value of DSPM in terms of its composition and what it now offers to both vendors and end-users as data begins to become more and more of a core discipline within wider cybersecurity strategy.
Q2 2024	Omdia View: Data Privacy Legislation: Across the Globe there are now numerous different pieces of data privacy legislation, all fundamentally designed to keep data safe. But approaches differ. Enforcement differs. And perhaps critically, the likelihood of being fined differs. This report will examine the major pieces of legislation and highlight where effective laws exist and where they do not. What are the similarities and where are the differences, and what is the impact on organizations conducting business in these areas?
Q3 2024	2025 Trends to Watch: 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.
Q4 2024	Omdia View: The State of Ransomware 2024: After a slow-down in 2022, ransomware is once again on the up as the attackers hit back during 2023. We now even see Ransomware-as-a-Service opening up this attack vector to those without the requisite skills to launch a home-grown attack themselves, so what is the overall picture? This report will examine the current state-of-play, offering observations and analysis, together with thoughts as to the way forward for businesses looking to mitigate the threat.



Cybersecurity Service Area

Cybersecurity Viewpoint Service

Data Security
Intelligence Service

Identity, Authentication, Access
Intelligence Service

Infrastructure Security
Intelligence Service

Security Operations (SecOps)
Intelligence Service

IoT Cybersecurity
Intelligence Service

Managed Security Services
Intelligence Service

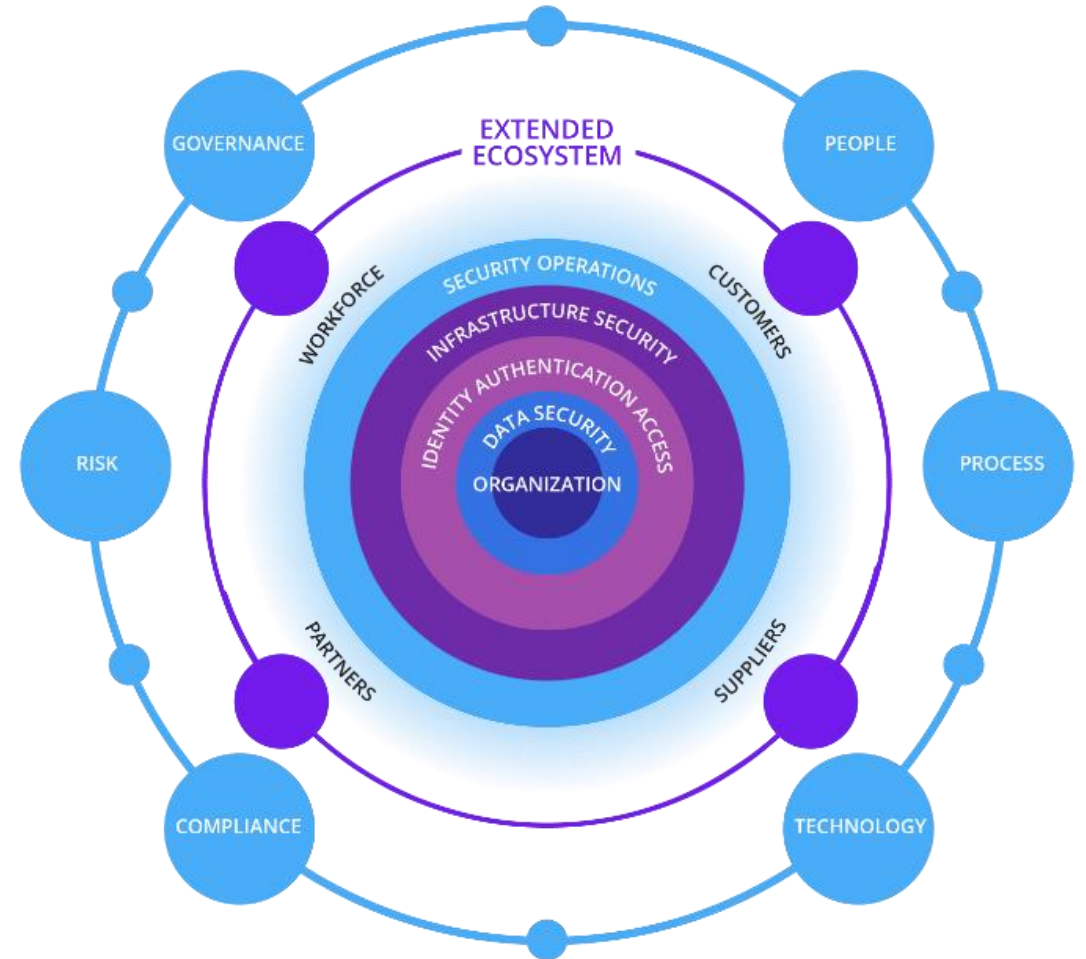
DDoS Prevention
Intelligence Service

Emerging Cybersecurity
Intelligence Service

Key Horizontal Topics Coming in 2024

Cloud, Edge, SASE

Omdia Cybersecurity Ecosystem



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Shelley Hunter
*Customer Success
Manager*





Kâren Dyer
*Customer Success
Manager*



Get in touch!

 customersuccess@omdia.com

 [@Omdia](https://www.linkedin.com/company/omdia)

 [@OmdiaHQ](https://twitter.com/OmdiaHQ)

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