

# Cybersecurity Viewpoint Service

Drive strategic decisions and shape cybersecurity's future.  
Comprehensive market intelligence and insights for accelerated growth.

## Key Questions Answered

- How can vendors, partners, and service providers align products and services to the most critical concerns on the enterprise security agenda?
- What opportunities exist in emerging technologies and startup solutions?
- How can we balance new cybersecurity solutions with meeting the wider service needs of enterprise customers?
- What factors are influencing cybersecurity decisions within the business, and how can vendors, partners, and service providers utilize these factors?

## What We Offer

- End-to-end market insights for technical and high-level business strategies related to cybersecurity
- Market opportunities in cybersecurity, including funding and M&A insights
- Expert cybersecurity analysts with 10+ years of industry experience and multidisciplinary backgrounds in engineering and technology
- Strategic mindset for insightful cybersecurity analysis
- Best-in-class "Ask an Analyst" service bringing direct access to experts



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*VP, Enterprise & Channel Research*



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*Chief Analyst*

**SPEAK WITH OUR EXPERTS**

# Delivering cutting-edge cybersecurity market intelligence

## Key Deliverables



### Market Trackers

Biannual worldwide and regional market size/share forecasts with 5-year outlook, plus quarterly tracking of funding, M&A activities, and security breaches including breakdowns by region, attack type, and impact.



### Reports

Annual market and technical trends analysis, with executive summaries. Includes vendor benchmarking for emerging and established players across key technology domains.



### Briefings

Biannual analyst briefings with research highlights from all market aspects.



### Analyst Insights and Access

Ongoing commentary on market shifts and technology developments. Expert analyst support for urgent questions.

## Scope of Research

### Coverage

- Worldwide coverage with regional focus on North America, Europe, Middle East, Africa, Caribbean and Latin America, Asia and Oceania; country-level detail for funding headquarters and M&A activities
- Product types: Data security, managed services, identity/access, infrastructure, IoT, SecOps, emerging technologies, application, cloud, and content security
- Measures include top 5 vendors' market shares, revenues, 5-year forecast by region, funding rounds and spend, top investors, headcount levels, deal count and value

### Key vendors covered

- Established market leaders in cybersecurity
- Emerging and innovative start-ups in the cybersecurity space
- Vendors acquiring new technologies in various security domains

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