

Growth in Security Solutions Shifting from Reactive to Proactive

2020
\$50B

\$25B

\$5B

\$1B

\$0.1B

- Authentication, Authorization, and Accounting (AAA)

- Encryption
- Anti-Virus
- Firewall

- Web Security
- Messaging Security
- Virtual Private Network (VPN)
- Endpoint Security
- Security and Vulnerability Management

- Federated Single Sign-On (FSSO)
- Threat Intelligence
- Cloud
- Mobile
- Software Defined Networks (SDN) security
- IoT Security
- Security as a Service
- User Provisioning
- Policy and Compliance
- Distributed Denial of Service Security
- Security Device Management
- Data Loss Prevention
- Server Security
- Intrusion Prevention
- Proactive Endpoint Risk Management (PERM)
- Security Information and Event Management (SIEM)
- Specialized Threat Analysis and Protection (STAP)



Almost 50% of cloud security will be delivered by the cloud to protect applications and data in the cloud



Threat intelligence based security products will be **10x** more valuable than traditional technologies



20% of security markets will shift protecting people and their assets to securing “things” that communicate among themselves without direct human interaction



1970s

1980s

1990s

2000s