Pricing Evaluation Service: Enterprise Security Solutions

IDC's *Pricing Evaluation Service: Enterprise Security Solutions* is utilized widely by internal competitive intelligence, marketing, sales support, and field sales teams. The service provides security solution vendors with the intelligence and analysis to create winning price and product positioning strategies. This research offering includes real-time pricing intelligence on new products and changes to existing products; details on MSRP, promotions, and channel pricing; and end-user deal intelligence on volume discounts, configurations, and contract terms for license and service agreements. Delivery to clients is via IDC's Data Products portal and via inquiry.

Markets and Technologies Covered

- Network security
- Endpoint security
- Threat intelligence
- Security gateways
- Mobile security
- Comparison of product features and functions
- Comparison of delivery SaaS versus on-premises
- Detailed technical product information
- Pricing list, channel, and maintenance
- Real deal transaction information
- Pricing history
- Services profiles and comparisons

Data Deliverables

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

- A set of vendor product and pricing guides providing a detailed account of current product selection, pricing, and quote examples

Geographic Coverage

- **9 regions:** The United States, Canada, Japan, Western Europe, Central and Eastern Europe, the Middle East and Africa, Latin America, PRC, and Asia/Pacific
- **53 countries:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, the Philippines, Poland, Portugal, PRC, the rest of Asia/Pacific, the rest of CEE, the rest of Latin America, the rest of the Middle East and Africa, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the United Arab Emirates, the United Kingdom, the United States, Venezuela, and Vietnam

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. Which vendors initiate/dominate price positioning in this marketplace?
2. What are a vendor's discounting practices?
3. What are the defining issues and predictors of pricing over the next year?
4. How does our security solution stack up against the competitor's product technically?
5. How do technology changes affect the procurement decisions of major corporate buyers?

Companies Analyzed

IDC's *Pricing Evaluation Service: Enterprise Security Solutions* product examines how enterprise security providers are positioning themselves to compete in the enterprise security market. This product reviews the strategies, market positioning, and future direction of several providers in the enterprise security market, including:

AWS, Blue Coat, Box, CA Technologies, Carbon Black, Check Point, Cisco, CrowdStrike, Cylance, FireEye, Forescout, Fortinet, Gemalto, Hewlett Packard Enterprise, IBM, Illumio, Imperva, Juniper, Kaspersky, McAfee, Microsoft, OpenText, Palo Alto, Sophos, Symantec, Tanium, Trend Micro, and Zscaler.