

# Asia/Pacific: Future of Trust

All economic activity is underpinned by trust, and as we understand the importance of digital commerce, the need to demonstrate trust in this environment is critical to ongoing success. IDC's *Asia/Pacific: Future of Trust* research embraces the full hierarchy of trust, including risk, security, compliance, privacy, and reaching into the realms of ethics and social responsibility and will be focused on the actions and tools organizations can use and leverage to endow themselves with the tools and processes required to demonstrate trustworthiness.

## Markets and Subjects Analyzed

- Security software and appliances
- Data privacy regulations across Asia Pacific
- Security services
- How trust enables digital business (and what happens when it goes wrong)
- Distributed ledger use cases for trust

## Core Research

- Digital Trust and Security FutureScape, APEJ Perspective
- Data Privacy in AP
- Future of Trust MaturityScape
- Defining Trust in the AP Context

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Asia/Pacific: Future of Trust](#).

## Key Questions Answered

1. To what degree are IT security investments driven by legislation or a desire to deliver on the customer promise?
2. What are the key challenges faced by both the C-suite and the security professionals in the region?
3. Does a mature cybersecurity strategy equate to greater investment into security products?
4. What is the outlook for IT security execution and investment across the AP markets?
5. How is trust monetized in AP?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the security market, including: Accenture, Amazon, Cisco, IBM, McAfee, Microsoft Fortinet, Palo Alto Networks, Symantec, and VMware.