Cloud Security View

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Cloud Security View* looks to characterize the reality of cybersecurity installed base and purchase decisions surrounding software and hardware products, including brands, pricing, and purchase criteria. A special emphasis will be placed on characterizing buyer activity by the size of business.

Markets and Subjects Analyzed

- Overall adoption — by type (hardware, software, and services), spend, and project/use cases
- Pricing
- Drivers/inhibitors
- Impact on overall hardware and software decisions (open source versus commercial)

- Deployment location — on premises, edge, and public cloud
- Personas
- Vendor perceptions
- Staffing — trade-offs, alert fatigue, and time spent on tasks

Core Research

- Executive summary (annual)
- Digest of survey findings (annual)
- Banner book with worldwide and regional insights, where available (annual)
- Readout/webinar (annual)
- Unlimited access to associated analysts for inquiries
- Ability to request non-vendor-related data for reprints (additional charges)

Note: In addition to the aforementioned research available for the base price, subscribers will be able to access non-vendor-related data for reprints. Subscribers also gain the ability to provide input into future surveys. IDC will provide subscribers the ability to gain country, company size, and other nonpublished insights via custom market intelligence (CMI) add-ons. Subscribers will also have the option to purchase customized content packages, additional readout sessions, and other bespoke data insights via CMI add-ons.

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: Cloud Security View.

Key Questions Answered

1. What are IT buyers thinking, planning, and investing in security technologies?
2. What are the major drivers of and inhibitors for adoption of various security technologies?

3. How are security products and vendors evaluated?
4. What drives churn, and is product/vendor consolidation real?
5. What are actual prices paid for security products?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the security market, including:

AT&T, Avast Software, BeyondTrust, BlackBerry, Broadcom, Carbon Black, Check Point, Cisco, CrowdStrike, CyberArk Software, Dell Technologies, Entrust Datacard, ESET, FireEye, Forcepoint, ForeScout, Fortinet, Gemalto, Google, Huawei, IBM, Imperva, Ivanti, Juniper, Kaspersky, LogRhythm, McAfee, Micro Focus, Microsoft, New H3C Group, Okta, Oracle, Palo Alto Networks, Panda, Ping Identity, Proofpoint, Qualys, Quest Software, Rapid7, SailPoint, Sangfor Technologies, SonicWall, Sophos, Splunk, Symantec, Tenable, Trend Micro, Verizon, VMware, Windstream, and Zscaler.