

OVUM SECURITY MARKET ASSESSMENT

*Add an authoritative and
credible voice to your campaign*

Cybersecurity is in the midst of a **perfect storm of demand**, with high profile attacks making global headlines. Enterprises recognise that **security incidents cannot always be prevented**, forcing them to take a broader stance beyond just prevention, **to include detection and response.**

As enterprises seek to adopt a business-wide, proactive approach the cybersecurity market is steadily shifting towards managed services and platform plays. For cybersecurity technology vendors and service providers the imperative is positioning and messaging their product and service portfolio appropriately for this reframed risk-based enterprise security agenda.



An independent review of your product or service and where it fits in the market

The Ovum Security Market Assessment is an essential marketing campaign asset for vendors and service providers. By offering an independent perspective on your product or service and how it meets the latest enterprise requirements it adds an authoritative and credible voice that will help build trust with your audience. Each assessment also provides the Ovum View on where your product or service fits in the market, plotted against enterprise objectives and the Cyber Kill Chain®, on Ovum's Security Market Matrix.





Each assessment features:

- An executive summary incorporating the Ovum View
- An explanation of the product or service and the business problem being addressed
- A visual representation of where the product or service portfolio fits in the market on Ovum's Security Market Matrix
- The roadmap for enterprises deploying the product or service
- An assessment of the effort required to deploy and use



Benefit from:

- An independent assessment of your product or service portfolio delivered by an experienced team of subject matter experts
- A clear product or service summary designed and framed for use by enterprises and specialist service providers
- A campaign asset ready to be deployed by your go-to-market teams

POSITION YOUR PRODUCT OR SERVICE TO DELIVER GROWTH

The Ovum Security Market Assessment is undertaken by a team of industry experts and is designed to provide organizations with an independent view of your product or service portfolio and how it responds to the evolving enterprise security agenda.

WHY OVUM?

OUR EXPERTISE

For more than 30 years our team has been advising enterprises on security policy and practice, and guiding vendors to market success

OUR DATA AND FORECASTS

Our market data supports robust data driven decision-making with detailed insight into the enterprise security agenda, and forecast spending for cybersecurity products by segment

OUR CONNECTED APPROACH

We provide fast actionable advice to vendors on market demand, driven by our close connections to the enterprise and developer communities through Informa's BlackHat and Dark Reading

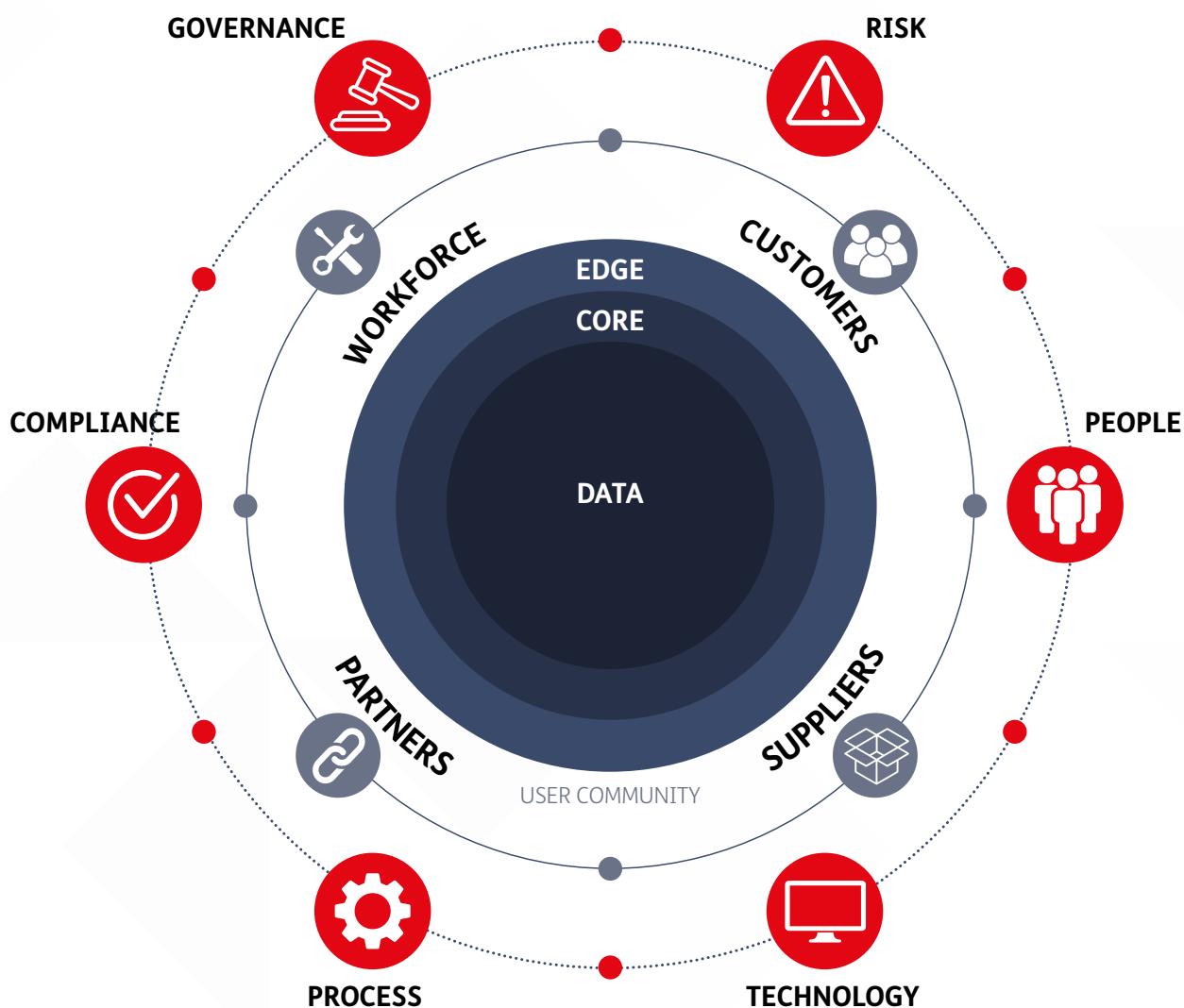


OVUM UNDERSTANDS THE CYBERSECURITY MARKET – FROM END-TO-END

Our definition takes into account how enterprises interact with their workforce, customers, partners and suppliers, and also crucially the impact of key levers that define an organization's approach to security: Governance; Risk; Compliance; People; Process; Technology.

This holistic and clearly defined approach enables Ovum to provide the most comprehensive and robust market intelligence available on the impact of cybersecurity – and the opportunities.

OVUM'S DEFINITION OF CYBERSECURITY AND ITS LEVERS



THE OVUM SECURITY MARKET MATRIX

Included in each Ovum Security Market Assessment, our Security Market Matrix plots a cybersecurity product or service portfolio's capabilities against the Cyber Kill Chain® and the triple objectives of prevent, detect and respond.

The Cyber Kill Chain® is a registered trademark of Lockheed Martin

		STAGES OF THE CYBER KILL CHAIN						
		RECONNAISSANCE	WEAPONIZATION	DELIVERY	EXPLOITATION	INSTALLATION	COMMAND & CONTROL	ACTIONS ON OBJECTIVES
TECHNOLOGY OBJECTIVE	PREVENT							
	DETECT							
	RESPOND							

Where does your product or service fit? The matrix is designed to assist enterprises assess and select the technology security tools necessary to protect their organization.

LEARN MORE

Contact us now to discuss how an Ovum Security Market Assessment could enhance your go-to-market initiatives.

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ABOUT US

We provide authoritative data & forecasts, market research and analysis, bespoke consulting and end-to-end marketing services to help companies thrive in the connected digital economy.

Ovum helps service providers and their technology partners create business advantage by providing actionable insight to support their business planning, product development and go-to-market initiatives.

Visit ovum.informa.com to learn more.