

# China Information and Data Security (Chinese Version)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Information and data security is a recognition of the direct link between mastery of data and the ability to protect it. With fraud and identity/intellectual property theft impacting over 1 billion people and businesses, IDC identifies and quantifies solutions that can protect data against an evolving host of threats. This service includes:

- Ensuring the confidentiality, integrity, and availability of valuable business data
- Securing digital data against damaging forces, unwanted actions, and/or unauthorized users

## Markets and Subjects Analyzed

- Information security products include technologies that protect the confidentiality, integrity, and availability of data that is valuable to the business. Within this technology detail, there are three subsegments: messaging, sensitive data management, and data privacy and compliance.
- The data security technology market encompasses products that protect digital data from damaging forces, including unwanted actions such as cyberattacks and/or activity from unauthorized users as with a data breach. This technology detail is divided into four subsegments: encryption, key management, certificates, and "other."

## Core Research

- Messaging Security (Malware, Phishing and Spam, Social Engineering Attacks)
- Sensitive Data Management (Data Loss Prevention, Discovery and Classification, Data Access Governance)
- Data Privacy and Compliance
- Encryption and Related Technologies
- Tokenization
- Data Masking
- Rights Management
- Key Management
- Certificates
- Database and Storage Tools
- Device Encryption and Root of Trust
- Big Data Security

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: [China Information and Data Security \(Chinese Version\)](#).

## Key Questions Answered

1. How can organizations better protect their sensitive data assets by understanding the motivations of hackers targeting their networks?
2. What steps can be taken to predict/combat emerging threats and improve data security?
3. What innovative data security products and approaches may have long-term efficacy?
4. How does continued cloud adoption, the growing nature of distributed corporate environments, and Big Data and analytics impact existing encryption mechanisms?
5. How do organizations address data security and rights management issues that could potentially expose sensitive data elements and cause data decentralization?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the [ENTER MARKET NAME] market, including:

Alibaba Group Holding Ltd., Amazon Web Services Inc., Baidu, Beijing Shenzhou Green Alliance Information Security Technology Co., Dell Technologies Inc., Huawei Technologies Co. Ltd., Neusoft Corp., Shanghai UCloud Information Technology Co., and Tencent Holdings Ltd.