

Security ProductsView 2022: Premium

AN IDC SPECIAL INTELLIGENCE SERVICE

Security ProductsView 2022: Premium 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 size of business.

Markets and Subjects Analyzed

- Overall adoption — by type (hardware, software, 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, public cloud
- Personas
- Vendor perceptions
- Staffing — trade-offs, alert fatigue, time spent on tasks

Core Research

- Executive Summary: This summary provides in-depth analysis of the survey results, which include strategic messages, key highlights, implications, and essential guidance for security products.
- Survey Findings: This presentation provides a summary of results in the form of charts and figures for each survey question for easy viewing.
- Banner Books: These banner books provide data results of this study across different segment views (e.g., firm size, geography, and industry).
- Webinar: IDC will provide a webinar as an interactive session to review and discuss the results of this study.

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: [Security ProductsView 2022: Premium](#).

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.