

# European Security Technologies and Strategies

IDC's *European Security Technologies and Strategies* service provides forward-looking analyses of the vendors and markets for security technologies, the evolution of security strategies, and the impact of data protection and privacy legislation throughout Europe. IDC categorizes, sizes, and forecasts the market. The service analyzes the impact of technology and business trends and the regulatory context. Subscription benefits include insights into the tools and technologies being applied to security and privacy, such as extended detection and response (XDR); AI/ML; and security analytics, automation, and orchestration. The service also assesses the influence of cloud adoption, hybrid work, Internet of Things (IoT), and IT/OT convergence.

## MARKETS AND SUBJECTS ANALYZED

- CISO agendas
- Market opportunities and growth trends
- The cyber-resilience imperative
- How security can support digital innovation
- Security as an enterprise risk topic
- Cloud security (all aspects)
- Trends and developments in detection and response
- AI and ML in security
- Trends in zero trust adoption
- Future of trust/digital trust
- Convergence of networking and security
- Data ethics, data loss prevention, data discovery, encryption/rights management
- Hardware security modules and key management
- EU regulations: ePrivacy, NIS2, DORA, EU Cybersecurity Act, and eIDAS

## CORE RESEARCH

- Market Analysis Perspective: European Identity and Digital Trust
- Market Analysis Perspective: European Network Security
- Market Analysis Perspective: European Cloud Security
- European Endpoint Security Forecast, 2023–2027
- European Identity and Access Management Forecast, 2023–2027
- European Security Appliance Forecast, 2023–2027
- European SAIRO Market Forecast, 2023–2027
- European DLP Market Forecast, 2023–2027
- European Security Survey, 2023

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: [European Security Technologies and Strategies](#).

## KEY QUESTIONS ANSWERED

1. What are the defining trends in the European security market, and how do they compare with those in the worldwide market?
2. What are the challenges and opportunities related to evolving trends and technologies (e.g., XDR, AI/ML-driven security, IT/OT convergence, edge computing, and IoT)?
3. How do new security technologies, strategies, and frameworks resonate with buyers and suppliers in Europe?
4. How can security be positioned as a business benefit, and how can security leaders build their business influence?
5. How are the deployment and delivery models of security solutions evolving across European markets?
6. How are European organizations working to build the cyber-resilience of their infrastructure and processes?
7. How does EU legislation impact global firms?

## COMPANIES ANALYZED

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

Accenture, Actifio, Akamai, AMD, Anonos, Armis, Atos, AT&T Cybersecurity, Avanade, Avast, AWS, Barracuda Networks, BAE Systems, Beyond Identity, BigID, BitDefender, Bitglass, BlackBerry, BMC, Box, Broadcom (Symantec), BT, Capgemini, Checkmarx, Check Point, CGI, CipherCloud, Cisco, Citrix, Claroty, Clearswift, Cloudflare, Cofense, Collibra, CommVault, Computacenter, Contrast Security, CrowdStrike, CyberArk, Cyberreason, Darktrace, Deep Instinct, Delinea, Dell Technologies, Deloitte, Deutsche Telekom, Digital Guardian, Dragos, Dropbox, DXC, ESET, Exonar, EY, F-Secure, F5, FireEye, Forcepoint, Forescout, ForgeRock, Fortanix, Fortinet, Fujitsu, Google, HackerOne, Hewlett Packard Enterprise, HP Inc., Huawei, IBM, Immersive Labs, Imperva, Ivanti, Juniper, Kaspersky, KPMG, Lacework, LastPass, LogRhythm, McAfee, Micro Focus, Microsoft, Mimecast, nCipher, NetApp, Nozomi Networks, NTT Security, Okta, One Identity, OneLogin, OneTrust, Optiv, Oracle, Orange, Osirium, Palo Alto Networks, Panda Security, Ping Identity, Pradeo, Privitar, Proofpoint, PwC, Qualys, RepKnight, RSA Security, Sailpoint, Samsung, Saviynt, SecureData, SecureWorks, Semperis, ServiceNow, Skybox, Skyhigh Security, Sophos, Splunk, StormShield, Sumo Logic, Syncplicity, T-Systems, Tanium, Tata Communications, Telefónica, Thales, Trellix, Trend Micro, Trustarc, TXOne, Unisys, Utimaco, Varonis, Veritas, Verizon, VMware, Vodafone, WatchGuard Technologies, Zimperium, Zscaler