



Top 30 IT Security Trailblazers: Rise of the “Digital” Security Paradigm

Cloud and Infrastructure Services (CIS)

Market Report – January 2018: Complimentary Abstract / Table of Contents

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Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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- The full report is included in the following subscription(s)
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Background of the research

Background of the research

- IT security is clearly amongst the top IT investment priorities for enterprises across industries. The proliferation of endpoints, rapid adoption of cloud, and increasingly stringent regulations are creating a strong demand for next-generation IT security services and solutions
- Furthermore, the increasing size, variety, and complexity of security attacks is rendering traditional security services models obsolete. This in effect, has created a new security paradigm as enterprises look to secure their digital businesses in a scalable, yet cost effective manner
- Startups stand to play a key role in this new “digital security” paradigm by driving innovation across security segments through next generation concepts such as orchestration, cloud-based security, artificial intelligence, and machine learning. With enormous investments from venture capitalists, partnerships with large established players, and acquisitions by technology majors, security startups are fast becoming a part of the mainstream security landscape
- In this research we present an assessment of IT security startups, primarily focusing on their innovation, growth story, and the impact they have created in the market. We present an assessment and detailed profiles of 30 IT security startups across security analytics, security automation and orchestration, endpoint security, cloud security, and IoT security. Each startup profile provides a comprehensive picture of its technology capabilities, achieved market growth, and the perceived investors’ confidence
- The assessment is based on secondary research & analysis, interaction with IT security service providers, and IT Security PEAK Matrix Assessment research published in 2017

Scope of this report

- **Services:** IT security startups
- **Geography:** Global
- **Companies:** 30 leading IT security startups

Source: The source of all content is Everest Group unless otherwise specified

Everest Group's definition of IT security services

NOT EXHAUSTIVE

Security services – market definition

Consulting/assessment services

Policy and process consulting, vulnerability assessment, audits, certification services, optimization and readiness assessment services, etc.

Design and implementation services

Security architecture design and rearchitecting, security roadmap formulation, security implementation services, etc.

Management and monitoring services

Ongoing device management and continuous monitoring (including remote monitoring through security operation centers), incident management, and Security Information and Event Management (SIEM)

End-point security

End-point security (end-points including desktops, mobile devices, servers, etc.) – Host Intrusion Prevention Systems (HIPS), managed end-point protection (anti-malware, intrusion prevention, antivirus, etc.), file integrity monitoring, etc.

Application security

Application security testing, application whitelisting, application self-protection, application control, web application security (including firewalls), etc.

Identity and Access Management (IAM)

Authentication, access services, single sign-on, password & storage management, authorization services, fraud management (transaction monitoring, anti-phishing, adaptive authentication, and anti-malware), etc.

Data and content security

Security services for structured and unstructured data: Data Loss Prevention (DLP), data encryption, protection & monitoring, database security, storage security, etc.

Network security

Firewalls, Email/URL gateways, Network Intrusion Prevention Systems, Distributed Denial-of-Service (DDoS) prevention & mitigation, Unified Threat Management (UTM), VPN, network control, Advanced Persistent Threat (APT) solutions, VPN, network access control, etc.

Risk management and compliance

IT Governance, Risk Management, and Compliance (GRC), threat intelligence, security analytics, cyber assurance, etc.

Cloud security

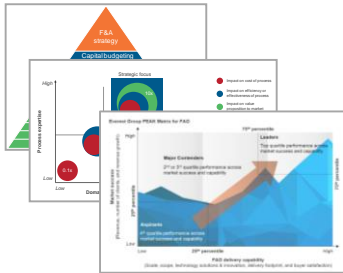
Security services specifically deigned for securing and governing virtual workloads and hybrid IT environments

Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

- Market thought leadership
- Actionable and insightful research
- Syndicated and custom research deliverables

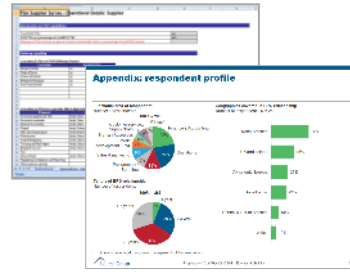
1

Robust definitions and framework
(PEAK Matrix, market maturity, and technology adoption/investment)



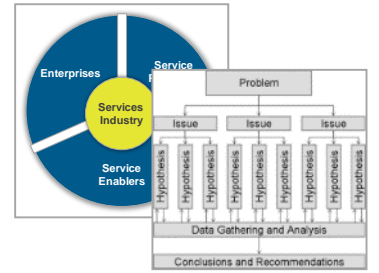
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Primary sources of information
(Annual contractual and operational RFIs, service provider briefings, and market feedback)



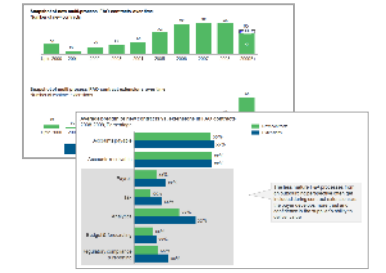
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Diverse set of market touchpoints
(Ongoing interactions with key stakeholders, input from a mix of perspectives and interests, as well as support data analysis and thought leadership)



4

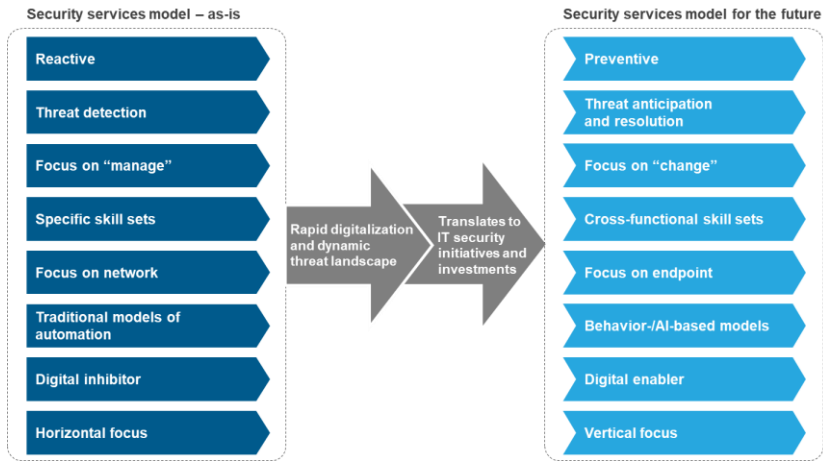
Fact-based research
(Data-driven analysis with expert perspectives, trend-analysis across market adoption, contracting, and service providers)



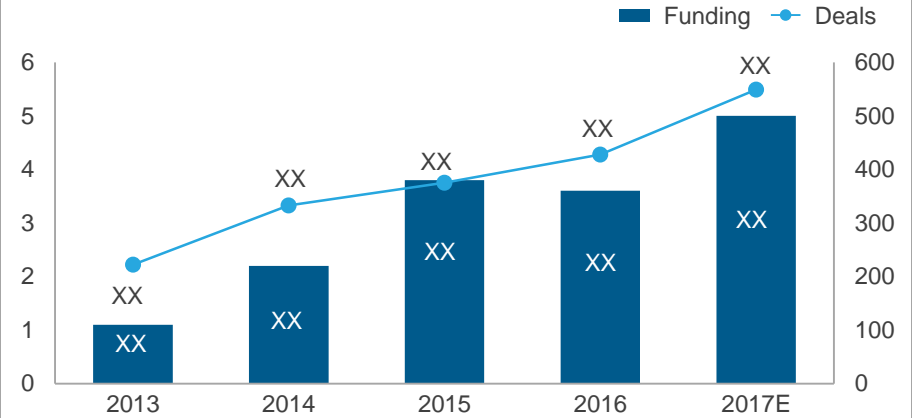
- Interaction with leading IT security service providers
- Dedicated team for IT security services adoption trends
- Over 20 years of experience in advising clients on global services decisions
- Executive-level relationships with buyers, service providers, technology providers, and industry associations

Stakeholders across the security ecosystem realize that startups play a crucial role in shaping the industry and achieving the “digital security” paradigm

Shift in the security services model



Total funding (US\$ billion) and number of funding deals for security startups



Top 30 IT security trailblazers

Segments	Trailblazers
Security analytics	DARKTRACE, Recorded Future, exabeam, VECTRA, LOOKINGGLASS, RISKIQ
Security automation & orchestration	CYBERRESPONSE, DEMISTO, Phantom, SIMPLIFY, SWIMLANE
Endpoint security	CROWDSTRIKE, ENDGAME, cybereason, SentinelOne, CYLANCE, TANIUM, deepinstinct
Cloud security	CipherCloud, CloudPassage, illumio, druuva, netskope, vARMOUR, zscaler
IoT security	Bastille, CyberX, Rubicon, MOCANA, FORTYFIVE EXPRESS

Evaluation of shortlisted startups

Shortlisted startups	Technology disruption	Market growth	Investor confidence
Startup 1	■■■■□	■■■■□	■■■■□
Startup 2	■■■■□	■■■■□	■■■■□
Startup 3	■■■■■	■■■■□	■■■■■
Startup 4	■■■■□	■■■■□	■■■■□
Startup 5	■■■■□	■■■■□	■■■■□
Startup 6	■■■■□	■■■■□	■■■■□
Startup 7	■■■■□	■■■■□	■■■■□
Startup 8	■■■■□	■■■■□	■■■■□
Startup 9	■■■■□	■■■■□	■■■■□
Startup 10	■■■■□	■■■■■	■■■■□
Startup 11	■■■■□	■■■■□	■■■■□
Startup 12	■■■■□	■■■■□	■■■■□
Startup 13	■■■■□	■■■■□	■■■■□
Startup 14	■■■■■	■■■■□	■■■■□
Startup 15	■■■■□	■■■■□	■■■■□

This IT security startup provides an assessment of 30 IT security startups on the basis of their technology innovation, market growth, and investor confidence

Company overview

XYZ offers AI-based real-time threat detection and response. Its platform automates detection and response for network users, IoT devices, datacenters, and cloud. Its core team includes threat researchers, data scientists, user interface designers, and network security engineers. The company is gaining traction across sectors, with new customers getting added in the financial services, healthcare, government, retail, education, and technology industries.

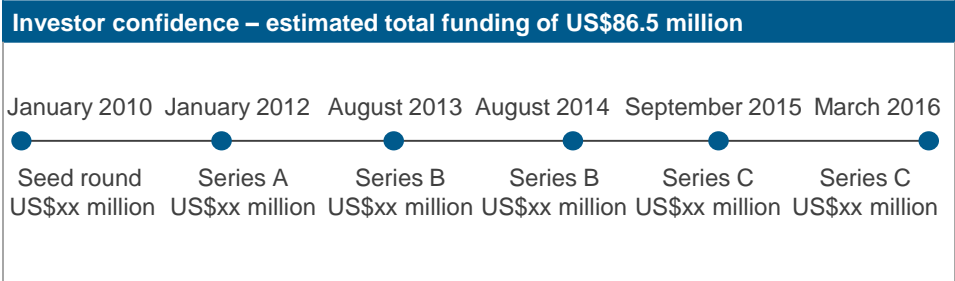
Capability assessment

Technology innovation	★ ★ ★ ★ ★
Market growth	★ ★ ★ ★ ☆
Investor confidence	★ ★ ★ ☆ ☆

Fact sheet

Year of incorporation	2011
Key executives	<ul style="list-style-type: none"> • XXXX • XXXX • XXXX
Headquarters	California, the United States
Number of employees	~300
Key investors	<ul style="list-style-type: none"> • ABC • DEF • GHI • JKL • MNO

- Technology innovation**
- By leveraging AI, XYZ provides real-time attack visibility to allow enterprises to detect and respond to cyber-attacks in real-time. Its software performs continuous automated threat hunting, triage, and correlation to prioritize the highest risks. It integrates with endpoint, Network Access Control (NAC), firewall, and SIEM solutions to strengthen context and allow quick response during the attack
 - In 2017, it issued five U.S.-based patents for advanced cybersecurity analytics capabilities automated by AI
 - In 2017, it introduced ABC, a fully functional chief information security officer (powered by AI), which can make strategic, informed decisions to guide enterprises' cybersecurity strategy
 - The company has won various awards / recognitions for its innovation including the 2017 Golden Bridge Awards, Most Innovative Emerging Company for 2016 by Dark Reading, etc.



- Market growth**
- The company developed strategic partnerships to expand capabilities and solution coverage. Its key partners include IBM (SIEM), Juniper (next-generation firewalls), VMware (virtual sensors), and Wipro (threat management)
 - In 2017, it was chosen as the winner of the “Overall Threat Detection Solution of the Year” award from CyberSecurity Breakthrough
 - It recorded bookings growth of ~XX% YOY in 2015, which included strong sales growth in North America and Europe

Research calendar – Cloud and infrastructure services

Published
 Planned
 Current release

Flagship CIS reports

Release date

Infrastructure Services – Annual Report 2016	July 2016
Private Cloud Enablement Services – PEAK Matrix™ Assessment and Profiles Compendium	September 2016
Hosted Private Cloud Services – PEAK Matrix™ Assessment and Profiles Compendium	December 2017
IT Infrastructure Automation – Market Update and PEAK Matrix™ Assessment for Solutions (Focus on IT service providers)	April 2017
IT Operations Automation – Market Trends, PEAK Matrix™ Assessment for Products & Profiles Compendium	May 2017
Workplace Services – Market Trends and PEAK Matrix™ Assessment: “End Users are no Less than Customers!”	July 2017
IT Security Services – Market Trends and PEAK Matrix™ Assessment: “Security – The Biggest Digital Insecurity”	August 2017
Cloud and Infrastructure Services – Annual Report 2017: “The Future of Stack is No Stack!”	November 2017
Cloud Enablement Services – Market Trends and Services PEAK Matrix™ Assessment 2018: Containers and SDI Gathering Steam	December 2017
Top 30 IT Security Trailblazers: Rise of the “Digital” Security Paradigm	January 2018
IT Infrastructure Services Automation – Market Update and PEAK Matrix™ Assessment for Solutions (Focus on IT service providers)	Q1 2018
Digital Workplace Services – Market Trends and PEAK Matrix™ Assessment	Q2 2018

Thematic CIS reports

Release date

Customer (Dis)Satisfaction: Why Are Enterprises Unhappy with Their Service Providers?	January 2017
Contract Renewals – Infrastructure Services: “Over 40% Incumbents Replaced Annually; Providers Beware!”	February 2017
Upcoming Contract Renewals – Infrastructure Services	Q1 2018
Enterprise Pulse	Q1 2018

Note: For a list of all cloud and infrastructure services reports published by us, please refer to our [website page](#)

Additional research recommendations

The following documents are recommended for additional insight into the topic covered in this research. These documents either provide additional details on the topic, or complementary content that may be of interest

- 1. Enterprise Pulse Study 2016 – “Customer (Dis)Satisfaction: Why Are Enterprises Unhappy With Their Service Providers”** ([EGR-2017-4-R-2077](#)); 2016. Despite large scale investments by service providers, customers are largely dissatisfied. This report presents insights into the unstated expectations in an engagement and reviews the enterprises’ current satisfaction level with their service providers. The report also details the technology investment priorities of enterprises and opportunity areas for service providers. The objective of the report is to aid service providers strategize their engagement approach and prioritize investments to meet mounting customer expectations
- 2. IT Security Services – Market Trends and PEAK Matrix Assessment – “Security – The Biggest Digital Insecurity”** ([EGR-2017-4-R-2310](#)); 2017. The rapid digitalization has made the enterprise IT security landscape highly complex and challenging to handle, as CISOs look to guard their enterprise environments against burgeoning internal and external threats. The proliferation in digital touch-points, driven by increasing adoption of next-generation technologies / delivery models such as cloud, IOT, mobility, and social media, has rendered the existing traditional enterprise security and risk mitigation strategies obsolete. Enterprises are now required to take a more intelligence-driven and holistic security approach to deal with this rapidly changing threat landscape. This research provides fact-based trends impacting the IT security services market and provides an assessment of 17 IT service providers

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