IT SECURITY: A Top Business Priority

IT SECURITY SPENDING IS MASSIVE
$24 BILLION will be spent by Western European companies in 2018

BANKING AND DISCRETE MANUFACTURING represent the biggest opportunities.

SPENDING CONTINUES TO INCREASE
CAGR is 9% (10%)

The professional services industry will drive the highest increase.

GDPR CONTINUES TO BE AN IMPORTANT DRIVER FOR SECURITY.
THE TOP 3 SECURITY PRIORITIES ARE:

1. DIGITAL TRANSFORMATION (Including mobility, but also cloud, AI, IoT and social)
2. IT SECURITY SPENDING IS MASSIVE
3. DIGITAL TRANSFORMATION TECHNOLOGIES ARE PUTTING NEW PRESSURES ON SECURITY:
   - Companies are reassessing their security strategies to take new business requirements into consideration
   - Digital transformation projects are generating a huge amount of new data, which needs to be secured

All industries will be under the spotlight, but those that are data-intensive will have to be even more vigilant, including:

- Banking
- Professional services
- Healthcare
- Government
- Telecoms

COUNTRY INDICATORS
In Western Europe, security spending is expected to grow most in the UK, Germany, and France over the forecast period (2017-2021)

VERTICAL MARKETS
Even where industries are similar, vendors should understand where demand and industry maturity are driving accelerated adoption.

MARKET MESSAGES
Assess where the market is in terms of security concerns, but also digital transformation and regulatory requirements. These should include CISOs make security relevant to the business.

PLATFORMS
As emerging is to have open security and technology stacks. But these must be open, and accommodate the existing diversity of environments currently deployed.

SOURCE:
Worldwide Semiannual Security Spending Guide

CONTACTS:
WHERE TO GET MORE INFORMATION:
Angela Vacca
Senior Research Manager, European Industry Solutions, Customer Insights & Analysis

MORE INFO:
IDC EMEA
@IDC_EMEA
www.idc.com