



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

1900 EMBARCADERO ROAD, SUITE 206 • PALO ALTO, CA 94303 • TEL. 650-322-8059 • FAX 650-352-2201

## ***Data Loss Prevention Market, 2010-2014***

Editor: Sara Radicati, PhD; Principal Analyst: Masha Khmartseva

### **SCOPE**

This study covers the Data Loss Prevention (DLP) market in 2010 and its expected evolution over the next four years. The report examines market trends, corporate demand, as well as leading vendor products and strategies.

DLP solutions are electronic data supervision and management solutions that enable organizations to prevent non-compliant activity from occurring. They monitor and manage electronic data travelling over corporate channels, as well as data stored on servers, desktops, laptops, and other endpoints.

This report provides data on worldwide market size, installed base and revenue market share by vendor, as well as worldwide market growth forecasts in terms of both installed base and revenue from 2010 to 2014.

All market numbers, such as market size, forecasts, installed base, revenue information, and any financial information presented in this study represent worldwide figures, geographical breakouts are also provided. All revenue numbers are expressed in \$USD.

The revenue numbers listed for each vendor and service provider do not represent total company revenue. They only represent sales of solutions and support revenues as a direct result of the sales for the 2010 calendar year. Professional services revenue is not included.

## METHODOLOGY

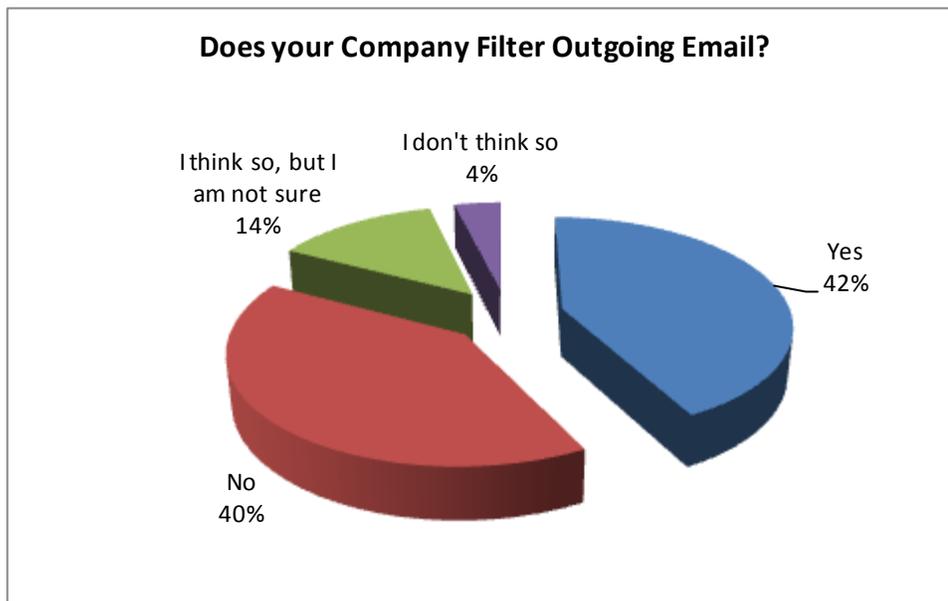
The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. in 2010. It consists of information collected from vendors, and corporate users via on-going interviews and surveys.

Secondary research sources have also been used, where appropriate, to cross-check the information collected. These include company annual reports and market size information from various related market segments of the computer industry.

## EXECUTIVE SUMMARY

- **Data Loss Prevention (DLP)** solutions are electronic data supervision and management products and services that enable organizations to prevent non-compliant information transfer activity from occurring. These solutions are able to monitor and manage electronic data travelling over corporate channels, as well as data stored on servers, desktops, laptops, and other endpoints.
- DLP solutions can be used to prevent internal data loss, as well as ensure compliance with government regulations.
- Even though the overall IT market has shown a slowdown due to the weak economy over the past year, the DLP market has continued to grow at a rate of about 20% annually.
- A full-featured DLP solution today can monitor and proactively manage three types of data:
  - **Data in Motion** – enables to monitor and block undesirable messages (such as e-mails, IMs, Web blog postings, etc.) before they are sent/delivered/posted.
  - **Data in Use** – enables to monitor how data is used at endpoints, such as laptops (allowing/blocking such actions as copying data to a USB device, printing, copying, etc.)
  - **Data at Rest** – enables the application of polices to data stored on the network and endpoints.

- Even though, today, the monitoring of data in motion capabilities continue to be the most popular in demand with customers, more and more vendors are starting to report that more of their recent sales have included the sale of a complete suite (data in motion, at rest, and in use).
- As a rule, when selecting a DLP solution, organizations will need to weigh features and capabilities much more than the solution's costs, as tangible (i.e. million dollar fines) and intangible (i.e. loss of sensitive information and customer trust) consequences can be very serious.
- DLP solutions can be quite expensive to maintain: in addition to the technology component, the organization should also have enough compliance officers on staff to be able to monitor quarantined messages in a timely fashion. Today, many DLP solutions also come with comprehensive self-remediation options to enable users to resolve issues first, before the message blocking/monitoring escalates to the level of a compliance officer.
- Almost all high-end DLP solutions today are offered as appliances. Some vendors will also be introducing virtual appliance versions of their solutions in 2011.
- A Survey of 120 business users conducted by The Radicati Group in 2010, showed that while corporate deployment of DLP solutions is growing, there is still a lot of room for penetration of DLP solutions.



**To view the complete Table of Contents for this report,  
visit our website at [www.radicati.com](http://www.radicati.com).**