



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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Advanced Persistent Threat (APT) Protection Market, 2015-2019

SCOPE

This study provides an analysis of the Advanced Persistent Threat (APT) Protection market in 2015 and its potential growth over the next four years. It offers a detailed analysis of worldwide market trends, market size and growth forecasts, market share by vendor, vendor products and strategies, and more.

- The Advanced Persistent Threat (APT) Protection market consists of solutions that provide detection, prevention and possible remediation of zero-day threats and persistent malicious attacks. APT Protection solutions may include but are not limited to: sandboxing, reputation networks, threat intelligence management and reporting, forensic analysis and more.
- This report focuses exclusively on corporate deployments, which include civilian government organizations and educational institutions. It does not include service provider deployments.

All market numbers, such as market size, forecasts, installed base, and any financial information presented in this study represent *worldwide* figures, unless otherwise indicated. All pricing numbers are expressed in \$USD.

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METHODOLOGY

The information and analysis in this report are based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.
- b. Surveys conducted on an on-going basis in all market areas which we cover.
- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

EXECUTIVE SUMMARY

- Advanced Persistent Threat (APT) refers to a set of malicious activities intended to penetrate an organization's computing resources with the objective to gain information illicitly and/or eventually cause damage to the target organization. Unlike traditional malware, APT's focus is on stealing information, rather than simply planting a virus or causing damage.
- APTs will typically target business organizations or national government entities, and are initiated by an organized group of individuals, or a state run agent. APTs are designed to penetrate an organization's cyber defenses and install a backdoor or multiple backdoors through which to gain access to information. APTs may also

sometimes masquerade as legitimate administrative actions, causing disruption and further gaining a foothold into the target organization.

- APTs are very difficult to detect and remove as they will not obviously appear to be malware and may be planted very deeply into an organization’s computing systems. In addition, the designers and initiators of the APT will consistently monitor and guide its activities by changing its code to evade detection and morph into an ever-changing set of behaviors.
- Advanced Persistent Threat Protection solutions are a set of integrated solutions for the detection, prevention and possible remediation of zero-day threats and persistent malicious attacks. APT solutions may include, but are not limited to, the following technologies: sandboxing, reputation networks, threat intelligence management and reporting, forensic analysis and more.
- The worldwide market for APT Protection solutions is expected to show strong growth in the next four years as more organizations decide to invest heavily in sophisticated protection solutions. The total market revenue for APT Protection solutions is expected to grow from over \$1.9 billion in 2015, to over \$6.7 billion by 2019.

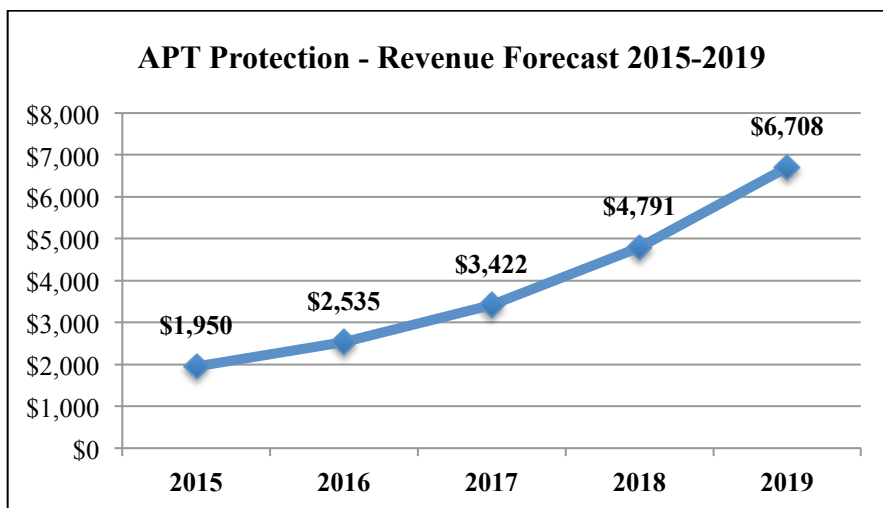


Figure 1: APT Protection Market Revenue Forecast, 2015 – 2019

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