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Corporate Web Security Market, 2016-2020

SCOPE

This study provides an analysis of the Corporate Web Security market in 2016 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 Corporate Web Security market is comprised of solutions that provide inbound and outbound security to organizations, protecting against the many threats that exist on the Internet today. These threats can include viruses, various forms of spyware, phishing attacks, and other types of malware.
- Solutions in this market can be deployed in multiple form factors, including software, appliances, cloud services, or as hybrid solutions.
- This report focuses exclusively on corporate deployments, which include government and educational organizations, but 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.

METHODOLOGY

The information and analysis in this report is 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

- Corporate Web Security solutions serve to prevent malware from seeping into a network through normal user web activity. Malware can include viruses, spyware, adware, rootkits, and more. The majority of malware infections are based around stealing confidential information from organizations and users for financial gain. Industrial espionage, such as stealing trade secrets, is also a common goal of malware. Malware can also give access to an infected PC through a backdoor exploit or similar method. This lets hackers control the infected PC without the user's knowledge in order to send out malware or spam to other machines. Most Corporate Web Security solutions offer bi-directional protection that can prevent this type of malware from entering and exiting a network.
- Web application controls and URL filtering are two of the defining features of a Corporate Web Security solution. In addition to preventing malware, these features also help maintain

user productivity. Productivity loss can be avoided by preventing users from spending time on non-work related sites by blocking certain URLs and web applications. These controls can stop employees from visiting potentially unproductive websites, such as sports news, social media sites, and others. Organizations can design policies appropriate for their business, ranging from completely blocking access to allowing users to visit certain sites only during a certain time of the day.

- Preventing data loss is also an important element of a Corporate Web Security solution. Web application controls and URL filtering can be used to block data from leaving an organization by blocking access to certain sites that can promote data loss, such as social media sites. Corporate Web Security solutions are increasingly including more sophisticated Data Loss Prevention (DLP) techniques, some even offer full Content-Aware DLP options.
- The primary driver of growth for the Corporate Web Security market remains the need to protect corporate networks from web based malware attacks. Incoming malware, productivity loss is a great concern, and so is the risk of loss of confidential data. All of these concerns taken together continue to drive strong adoption of Web Security solutions.
- The Corporate Web Security market continues to show strong growth, driven by the need to protect against a growing plethora of threats aimed at organizations of all sizes. The market is expected to grow from over \$2.4 billion revenues in 2016, to over \$4.2 billion in 2020.

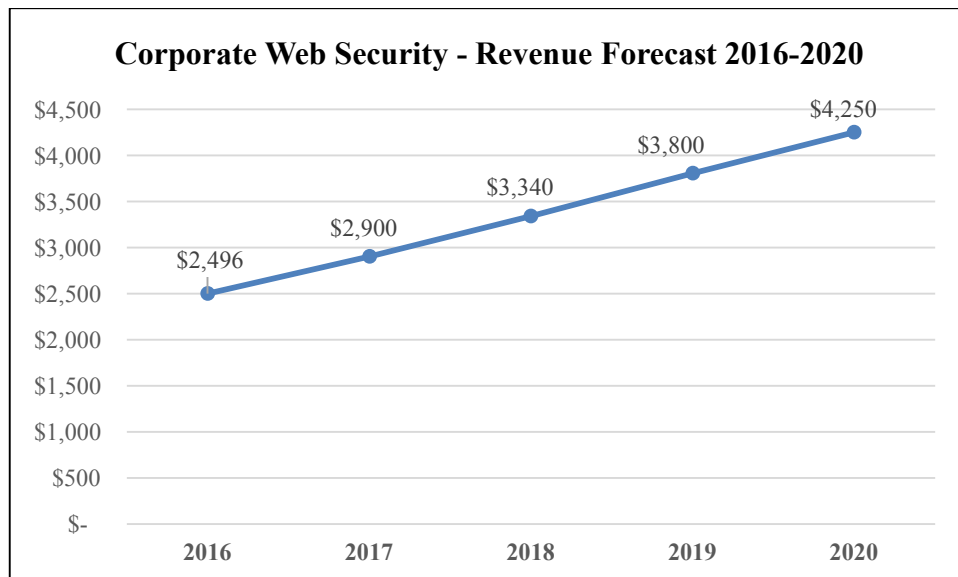


Figure 1: Corporate Web Security Market Revenue Forecast, 2016-2020

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