Security Vendor Benchmark 2015
A Comparison of Security Vendors and Service Providers

Information Security and Data Protection
An Overview of the German and Swiss Security Competitive Landscape

During the last few years, security, together with cloud computing, big data, social business and mobile enterprise, has been one of the key ICT issues. As such, we would like to inform you that the research phase for the first edition of our “Security Vendor Benchmark” for Germany and Switzerland will start soon.

With this independent study, Experton Group will research and evaluate the security offerings of all relevant vendors in Germany and Switzerland, who will be analyzed and evaluated, based on a variety of criteria to determine the attractiveness of their portfolio and their competitive strength. Experton Group’s Security Vendor Benchmark will not only comprise user surveys and expert reviews, but will also cover an additional dimension: The analysis will also account for the exacerbating and often underestimated risks and threats as well as German and European data protection and privacy legislation.
Security Vendor Benchmark

Independent research as foundation for successful marketing

IT decision-makers are challenged to keep track of the current market environment. CIOs receive planning and sourcing decision-making support through independent research, evaluating the performance of individual vendors, services and technologies. Users’ trust regarding the integrity and independence of the Security Vendor Benchmark is the foundation for successful marketing on the vendor side.

For many years, Experton Group’s Vendor Benchmark concept has been a means to ensure proper IT vendor selection in the German-speaking markets, addressing changing market requirements with annual benchmark studies on key IT topics, based on scientific research. Hundreds of organizations use Experton Group’s established studies for strategy development and vendor selection purposes. Experton Group also includes the results of their benchmarks into their own consulting projects.

An Overview of the Security Market Development

Experton Group’s independent “Security Vendor Benchmark 2015” will analyze the performance of vendors and service providers that are currently offering security solutions and services in the German market. Vendor positioning is based on an independent research and evaluation process. For ICT vendors and service providers, the „Security Vendor Benchmark“ will not only constitute a key medium to determine their own position within the German and Swiss security market, but can also be used as an effective marketing tool.

Experton Group’s Security Vendor Benchmark provides users a consistent market overview and concrete decision-making support to help them evaluate and assess the performance of security vendors and service providers in the German and the Swiss market. The benchmark report provides a transparent comparison of the strengths and weaknesses of individual providers.
Benefits for IT-Decision-Makers

- Market overview of Security, services (SaaS) and qualified consultants and integrators
- Highly transparent comparison of vendors’ strengths and weaknesses
- Clear criteria for short lists and investment planning activities
- Recommendations to help executives develop their own projects and benchmarks
- Safer investment decisions

Benefits for IT Vendors

- Increased awareness by integrating the quadrants into marketing campaigns
- Competitive differentiation by segments
- Arguments for objection handling during discussions with customers
- Proof of relevance in the respective local/German market
- Suggestions to encourage cooperation or improve the respective vendor’s position
An Overview of the Security Market Development

Segments analyzed within this Security Vendor Benchmark 2015 include the following:

- Cloud and Data Center Security
- Data Leakage Prevention
- Database Security
- E-Mail / Web / Collaboration Security
- Endpoint Security
- Identity and Access Management
- Mobile Security
- Network Security
- Managed Security Services
- Security Consulting
- Enterprise Security Suites
- Backup / Archiving /High Availability
- Recovery
Methodology and Approach

Independent and differentiated research approach

Research for the project will be conducted from August to October 2014 and includes a standardized vendor survey as well as the analysis of products, demos, expert interviews and a review of existing documentation and customer references. Vendors’ offerings are analyzed in great detail and compared by segments. Key content and evaluation criteria of the benchmark include the following:

The benchmark results will be documented within a report; an event will be held where leading vendors and service providers will receive an exclusive award. Participation in the benchmark is free of charge. Commercial usage of results (quadrants, analyst quotes) is possible when the evaluation has been completed.
**Schedule**

In August 2014, the project will start with the research phase, which will continue until October 2014, followed by the analysis, evaluation and report generation phases. Selected results of the German benchmark will be presented to the media in January 2015, followed by the results for Switzerland in February 2015.

**Germany**

- **Start**
  - August 11, 2014 - Start of Project

- **Start**
  - August 11, 2014 - Start of vendor survey

- **End**
  - October 10, 2014 - End of vendor survey

- **Start**
  - October 11, - October 24, 2014 - Briefing/analyst interviews

- **End**
  - January 2015 - Publication of results

**Switzerland**

- **Start**
  - August 11, 2014 - Start of Project

- **Start**
  - August 11, 2014 - Start of vendor survey

- **End**
  - October 24, 2014 - End of vendor survey

- **Start**
  - August 11, - November 8, 2014 - Briefing/analyst interviews

- **End**
  - February 2015 - Publication of results
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About Experton Group

Experton Group is the leading fully integrated research, advisory and consulting company. Experton Group supports large enterprises as well as midmarket businesses with their IT strategic planning and implementation through neutral and independent consulting and advisory services to help them maximize the business value of their ICT investments.

Experton Group works with more than 80 employees and free-lancers who provide services such as market analyses, consulting, assessments, benchmarks, conferences, seminars and publications on information and communications technology. The scope of services includes technology, business processes, management and M&A.

More information can be found under: www.experton-group.com