

DG

Globale Entwicklung



CPM 1.1 Quantitative Snapshot
(Market) shared with (company
name withheld)

Research
Analysis
Design
Execute
Support

CPM 1.1 Quantitative Snapshot (Market)

This CPM 1.1 Quantitative Snapshot presents the results of the initial responses from the team to CPM 1.0, and matches them with selected findings from the quantitative research currently being conducted on (name withheld)'s behalf.

The Corporate Profile Matrix is the guidance document for research, analysis, design and execution (RADE) of the company's strategic plans for business development and business objectives. Future iterations of the CPM will be used internally and externally to gather knowledge and information on a more granular level.

Results are shown below, numbered as they were presented in the CPM. Please disregard the presence of BIC numbers; these are used internally by DG to index a separate database of questions and other CPM-related elements.

The RADE process is collaborative in nature. Value to the process is increased by open, frequent, and timely communication. DG encourages questions and requests for clarification. For document control purposes, the framework for updating, changing, or adjusting this document resides with DG. Please submit all questions, proposed clarifications, and other changes in writing to DG via your designated Project Manager.

All revisions to this document will be issued by the DG Project Management office.

About this document

The (company name withheld) CPM 1.1 Quantitative Snapshot (Market) contains information on the following data sets:
Market

This results in this document are current as of 14 Sep 2016.

CPM Questions, by area of focus and number, as presented to (company name withheld):

Market 4

 Q57 What is the geographic location of your ideal customer? 4

 Q58 How does your customer first become aware of the problem that your solution solves? 6

 Q59 Rank the Industries for your solution (1 = Best) 8

 Q61 Please describe the process used by your customer to initially select vendors and solutions to evaluate..... 11

 Q62 Please describe the evaluation and approval process used by your customers..... 12

 Q63 What are the key markets for your solution? (i.e., Cyber Security, Healthcare, etc.)..... 14

CPM 1.1 Supplemental Questions 15

 Q: The top market drivers for innovation for the company's solution is the growing number of: 15

 Q: The mobile security market landscape may change in 5 years. Rank the following types of devices by potential mobile security risk 5 years from now (1 = most secure) from the perspective of your company solution. 15

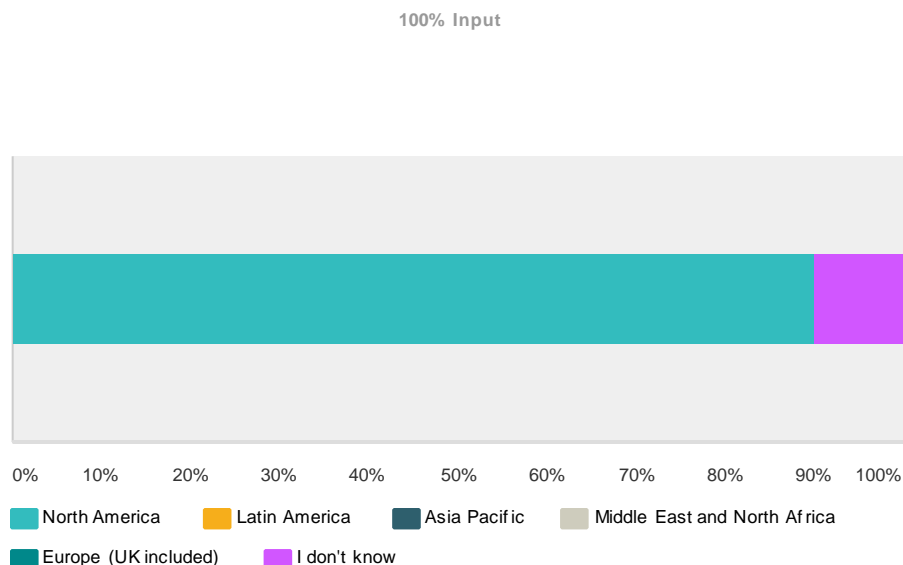
 Q: Quantitative Research indicates strong market growth for DLP with Cloud, Web, SaaS offerings. How do you rate the impact of these initial findings?..... 16

 Q: DLP has projected significant growth in Key Markets for the company according to research in progress. How do you rate the impact of these research findings?..... 17

Market

Q57 What is the geographic location of your ideal customer?

BIC161



QUANTITATIVE RESEARCH FINDINGS TO DATE

Initial team responses indicated that the focus for the company is regional in North America. Depending on the strategic target market, significant target opportunities exist here and elsewhere.

Initial DG research indicates North America holds the largest share of the **Data Security** market, while the fastest-growing area across all industries is APAC, specifically China and India.

In the area of **Enterprise Content Collaboration**, North America is the largest and most mature market; Asia-Pacific (APAC), the Middle East and Africa (MEA), and Latin America are all growth-stage, as content collaboration hardware and software in these regions have immense opportunities for improvement.

At present, North America accounts for more than 36% of the market share to dominate the global **BYOD** security market.

North America is expected to hold the largest market share of the **IoT Security** market in 2016 due to strict regulations and technological advancement. Asia-Pacific (APAC) is expected to have the highest growth rate during the forecast period due to high rate of adoption of IoT security solutions. Huge opportunities are prevailing for IoT security in the untapped geographic regions, especially in the Middle East and Latin America.

North America is expected to hold the largest share of the **Cyber Security** market in 2016 due to

CPM 1.1 Quantitative Snapshot (Market)

the technological advancements and early adoption of cyber security in the region. The market in APAC is expected to grow at the highest CAGR between 2016 and 2021. The primary driving forces for this growth are increasing technological adoption and huge opportunities across industry verticals in APAC countries, especially India and China.

The **Data Loss Prevention** market in North America is currently growing in size to an expected \$3bn by 2020 when spread across multiple areas (IoT, Cyber Security, Collaboration, etc.), while emerging regions such as APAC and MEA are expected to see increased market traction with high CAGRs of 23% over the next five years.

In addition, research indicates that a cloud offering will be well received by education, government, consumer goods and retail, healthcare, manufacturing, and energy with significant investments in 2016 to address market demand in 2017-2020 (see Question 59, below).



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Note: This sample document contains information and recommendations derived from DG's signature system of processes and analysis.

DG provides service-oriented strategic guidance and operational capabilities at a number of levels, engaging with our clients to use data, analytics, and proven technology to define, develop, and achieve strategic business objectives. Our practice positions clients for success by revealing the present state of their business and solutions within given markets, identifying paths and risks, and providing tactical resources for accelerated success.

For additional information on how our services can benefit your business, please contact DG.