G2M RESEARCH

Endpoint Security
Market Pulse Newsletter

July 2020

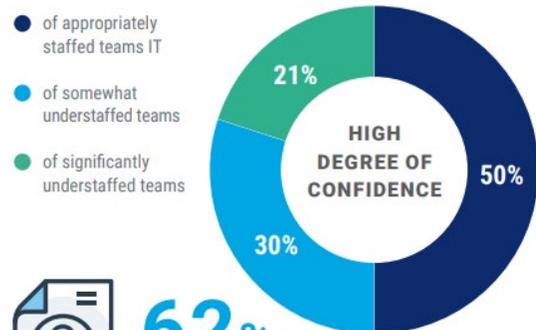## For Four Consecutive Years, Cybersecurity Unemployment is 0%

There is a [gap of over four million](#) cybersecurity jobs globally, according to the world's largest nonprofit association of certified cybersecurity professionals, [(ISC)2](#). In the US alone, that gap is half a million. The study found that lack of dedicated and skilled cybersecurity professionals is the top concern of security industry professionals- more than the concern of not having adequate resources to do their jobs effectively.

While many universities now offer degrees in cybersecurity, diversified computer science programs do not require any cybersecurity classes and students enroll in those programs at a much higher rate. And, cybersecurity degree programs did not exist until recently - cybersecurity [professionals](#) with substantial cybersecurity knowledge did not gain it through formalized education, but instead through training, generally while employed in other jobs.

The State of Georgia invested over $100M in a [cybersecurity center](#), the single largest investment in a cybersecurity

Fully Staffed Teams Are More Confident in Their Ability to Respond to Cyberthreats

- of appropriately staffed teams IT
- of somewhat understaffed teams
- of significantly understaffed teams

HIGH DEGREE OF CONFIDENCE

21%
50%
30%

62% say their cybersecurity teams are understaffed

facility by a state government. DHS provides [tools and resources](#) to assist organizations in cybersecurity workforce development.

Highest [Demand Jobs](#) in Information Technology:

1) Mobile Application Developer
2) Software Engineer
3) Video Game Designer
4) Computer Systems Analyst
5) Web Developer
6) Health Information Technician
7) Technology manager
8) Database Administrator
9) Network Administrator
10) IT Security Specialist- fastest expected growth

HIRING TIME MATTERS

Those who take longer to fill positions also report more attacks:

MORE CYBERATTACKS THIS YEAR	TIME TO FILL CYBER POSITION
26%	Less than two weeks
35%	3 months
38%	Six months or more
42%	Cannot fill
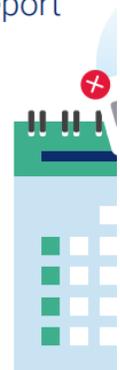
Hiring time matters. The longer it takes to fill cybersecurity positions, the [more cyberattacks](#) organizations experience in the interim. [Cybersecurity jobs](#) take 20% longer to fill and pay 16% higher than average IT jobs.

Cybersecurity Office & Home

RSA identified over [50k cyberattacks](#) worldwide in the first quarter of 2020. Over half were phishing attacks, mostly centered around a COVID theme, purporting to provide medical information or financial relief. Using that data, hackers took over personal accounts and bypassed multifactor authentication, accounting for 58% of fraud transaction value originating from a new device on a trusted account.

In the last six months, organizations have [shifted spending priorities](#) with endpoint security moving from fifth highest to second highest spend.

Dr. Zulfikar Ramzan, CTO at RSA Security, holds over 50 patents in software security. He is known as a [big-picture thinker](#) on cybersecurity with a PhD in cryptography from MIT. He foresees companies utilizing a [hybrid model](#) of the workplace with workers working both from home and at a physical office. The concerns, from a security standpoint, include more complexity, more insecure devices on the network, uncertainty and stress which may contribute to human error, security personnel working remotely, and declining security budgets due to economic conditions.

Ramzan [cautions](#) cybersecurity risks will magnify as companies transition from home back to physical offices or utilize a hybrid approach with a combination of remote and in-person work:

[D]igital devices that dutifully helped employees work remotely will have been minimally managed and monitored. These devices will make their return to the physical office in a sullied sate. BYOD will be replaced with BYOM- Bring Your Own Malware. Intrusions will increase, and without adequate capabilities for threat detection and response, a rise in data breaches will follow suit.

Ramzan advises companies to develop privacy and data security policies and practices early, as deliberate efforts, specifically by creating data flow and government architecture. Organizations need collaboration between areas of each organization responsible for aspects of privacy, security, and data management.

As part of this year's virtual conference, Dr. Ramzan discusses Managing Digital Risk with Artificial Intelligence in a Post-Covid 19 Era, full video, with these takeaways- 1) Acceleration in Digital Transformation has led to a disproportionate increase in digital risk; 2) Artificial Intelligence & Digital Risk Management are inextricably tied and there are many use cases in production environments; 3) New Opportunities exist in areas like compliance management, vulnerability scanning, and asset importance analysis.

"Every time we go online, we leave a trail of digital breadcrumbs. When looked at individually, these digital traces seem inconsequential, but when considered in aggregate, they create a comprehensive digital dossier that stands to expose the most intimate parts of our lives." Zulfikar Ramzan, CTO of RSA, excerpt from *The Evolution of Privacy in Organizations amidst COVID-19*

15 Cybersecurity Facts and Stats

Cybersecurity facts and stats:

1) 95% of breaches were from 3 industries in 2016- government, retail, and technology.
2) There is a hacker attack every 39 seconds.
3) 43% of cyberattacks target small businesses.
4) The global average cost of a data breach is $3.9M.
5) The FBI reported an increase in reported cybercrimes of 300% since COVID-19.
6) Over 93% of healthcare organizations have experienced a data breach in the last 3 years.
7) Human intelligence is the best defense against phishing attacks. (If you have been on social media lately, this one is rather depressing.)
8) Around $6 trillion will be spent globally on cybersecurity by 2021.
9) Connected IoT devices will reach 75B by 2025.
10) Unfilled cybersecurity jobs worldwide will reach over 4M by 2021.

11) 95% of cybersecurity breaches are due to human error.

12) More than 77% of organizations do not have a cybersecurity incident response plan.

13) Most companies take 6 months to detect a data breach, even major ones.

14) Share prices fall 7.27% on average after a breach.

15) Total cost for cybercrimes globally is over $1 trillion in 2018.

Lower NASA Cybersecurity Budget = Higher Number of Security Attacks

NASA dropped its security budget by $3.1M and went from 315 security incidents to 1469. Most major federal agencies increased their security budgets during this same timeframe. 90% of the NASA incidents related to improper usage and lax security practice. Improper usage is when someone within NASA does something they shouldn't, leaving the system vulnerable to attack. For example, someone connected an unauthorized Raspberry Pi to JPL servers. As a result, hackers were able to move from the JPL servers to NASA's Deep Space Network array of radio telescopes. But, that attack occurred last year. The budget was reduced and NASA did not take steps to prevent this type of incident from occurring again.

An Officer of the Inspector General 2018 review of NASA found serious deficiencies in NASA's information security program which threatened operations. The report assessed NASA's cybersecurity efforts as Level 2 for the second year in a row. Level 4 (Managed and Measurable) is the requisite level to be judged effective by the Office of Management and Budget. The inspection reveals serious issues including missing, incomplete, and inaccurate data in system security plans and found control assessments were not conducted on time.

Upcoming G2M Research Webinars for the Rest of 2020

As our industry continues to be virtual, webinars can be a good way to stay up to date and get your message out. G2M has several webinars scheduled for this year on hot topics in our industry. Interested in attending our webinars? Register by clicking on the dates of interest. Interested in Sponsoring a webinar? Contact **G2M** for a prospectus.

Our July webinar "AI, Self-Driving Cars, and Advanced Storage" was sponsored by NVIDIA, Weka, and b-plus. View the recording and/or download a PDF of the slides here.

Aug 25*:*   **Advanced SSDs- PCIe Gen4, New Form Factors, and Smart SSDs** *(new)*

Sept 15:   Edge Computing/Storage – Get (and Keep) Your Data Off Of My Cloud

Oct 20:   AI and Storage Use Cases in Healthcare

Nov 17:   NVMe-oF™ - Using Telemetry to Improve Network Latency

Check back for additional 2020 company-specific, conference, and other webinars (to be posted soon).

Let us know if there are any endpoint security and/or enterprise storage topics you would like to see covered this year or next.

Our first quarter 2021 webinar schedule will be released soon.

Upcoming 2020 Security Events

Black Hat USA 2020 (August 1-6; Virtual, Free Business Pass)
Now in its 23rd year, Black Hat USA is the world's leading information security event, providing attendees with the very latest security research, development, and trends.

DEF CON 28 Safe Mode (August 7-9; Virtual, Free)
A leading hacking conference and one of the most popular cybersecurity conferences held each year. Will use a variety of forums, still be developed for online experience.

GSX+ (September 21-25; Virtual)
Bringing together a global audience with live and on-demand features, GSX+ opens doors to a work of opportunities and answers for professional development and collaboration, expanding your perspectives on the future of physical and cybersecurity, facilities management, crisis management, and business continuity planning.

Effective Marketing & Communications
with Quantifiable Results

Endpoint Security Newsfeed

Webroot Business Endpoint Protection review

Webroot only offers 1-year subscriptions for WBEP. The platform will cost $30 for each endpoint for up to 9 endpoints. You'll get a discounted price for protecting 10 endpoints and more. Protecting 10 ...

TechRadar9h

ESET Endpoint Protection Advanced Cloud review

ESET's endpoint protection software is pitched at small and medium-sized businesses and combines the protection of the ...

TechRadar5d

Time to switch — updating endpoint security. Why now is the time to act

Network news, trend analysis, product testing and the industry's most important blogs, all collected at the most popular ...

Network World5d

How evolving endpoint protection can stay ahead of cyber crime

The least exciting and often 'boring' element in a cyber security strategy is endpoint protection. Who cares about another AV, NGAV (Next Gen AV), EDR (endpoint detection and response) or MDR (managed ...

ARN2d

Tanium launches better endpoint security and management for home working

To address these issues, the unified endpoint management and security platform Tanium today launched Tanium as a Service or ...

SiliconANGLE6d

Untangle Extends Partnership with Bitdefender to Facilitate Endpoint Management

Untangle® Inc., a leader in comprehensive network security for small-to-medium businesses (SMBs) and distributed enterprises, today ...

PR Newswire11h

AV-Comparatives Releases Long-term Enterprise Antivirus Test Report for 19 Leading Endpoint Security Solutions

Therefore, IT security has to be the responsibility of the CEO." - Peter Stelzhammer, co-founder of AV-Comparatives The ...

Business Insider7d

Endpoint Security Vendor Evaluation Guide

Small and mid-sized businesses (SMBs) understand that without the right security solution, a breach could damage their ...

CSOonline5d

IP Technology Labs Awarded Patent for Connectionless IoT Telemetry enabling Device Management and Security

IP Technology Labs®, the American manufacturer of secure endpoint IoT connectivity and reliable remote access solutions, today announced that the United States Patent and Trademark Office issued US ...

Associated Press1d

Endpoint Security and Protection Software Market Next Big Thing : Major Giants- JumpCloud, Check Point, CloudCare

Latest Market intelligence report released by HTF MI with title "Global Endpoint Security and Protection Software Market Report 2020" is designed covering micro level of analysis by manufacturers and ...

Digital Journal6d

Internet Of Things Security Market- 5 major regions into North America, Europe, Asia-Pacific, Latin America and Middle East & Africa region, 2027

Recent report published by research nester titled "Global Internet of Things (IoT) security Market: Global Demand ...

MarketWatch15h

Who are the distributors, traders and dealers of Security Analytics Market? Fortune Business Insights

The global security analytics market size is projected to reach USD 28.55 billion by 2027, exhibiting a CAGR of ...

MarketWatch1d

Improving Online Learning Experiences One Secured Endpoint At A Time

Delivering an excellent online learning experience needs to start with a cybersecurity strategy that includes autonomous ...

Forbes9d

Tech Q&A: Fixing a PC slowed down by security software

I'm often asked what security software to use. I don't make buying recommendations for commercial products, but I can give general advice — including which software to avoid.

New Hampshire Union Leader2d

Security as a Service Market Worth $26.5 Billion by 2025 - Exclusive Report by MarketsandMarkets™

According to the new market research report "Security as a Service Market by Component (Solution and Service), Application ...

YAHOO!7d

Fortinet Buys Cloud Security Startup Opaq To Protect Networks

Fortinet has purchased Opaq Networks to strengthen distributed network protection everywhere from data centers and branch ...

CRN8d

Fixing a PC slowed down by security software

Instead of making buying recommendations for commercial products, here is some general advice to consider — including which software to avoid.

StarTribune on MSN.com6d

What are the Endpoint Security Market opportunities and threats faced by the vendors in this industry? Fortune Business Insights

A recent report on the over-the-top services market by Fortune Business Insights says 57% of people around the ...

MarketWatch5d

Endpoint security worrisome during pandemic, says university CISO (EdScoop)

"Amid all the changes that the COVID-19 pandemic has introduced to higher education institutions, managing endpoint security is foremost in the mind of the chief information security officer of ...

AV Network1d

Cloud Security Market Worth $37.69 Billion, Globally, by 2027 at 25.86% CAGR: Verified Market Research

Verified Market Research recently published a report, "Cloud Security Market by Security Type (Application Security, Database Secu ...

Business Insider6d

Acronis Acquires DeviceLock, Adds Data Loss Prevention and Device Control to Growing Cyber Protection Portfolio

Acronis, a global leader in cyber protection, today announces the acquisition of DeviceLock, Inc., a leading provider of endpoint device/port control data leak prevention software for enterprises and ...

Business Insider12d

Zero-Trust Security Market Growing at a CAGR 19.9% | Key Player Cisco, Akamai, Palo Alto Networks, Symantec, Okta

Trust Security Market is projected to grow from USD 15.6 billion in 2019 to USD 38.6 billion by 2024, at a CAGR of 19.9% ...

Digital Journal7d

Re-thinking corporate cyber security risk landscape

The essential thing is to detect and respond to cyber-attacks. There have been various examples of data breaches happening ...

Dataquest19h

Telecom Endpoint Security Market

Overview of Global Telecom Endpoint Security Market This report provides in depth study of Global Telecom Endpoint Security ...

openpr.com7d

Ericom Wins Two People's Choice Stevie Awards for Favorite New Products in Endpoint Security Management Solution and Business Technology Categories

today announced that Ericom Shield has been recognized as a People's Choice Stevie® Awards Winner for Favorite New Product in the "Endpoint Security Management Solution" and "Business Technology ...

Business Insider8d

Endpoint security worrisome during pandemic, says university CISO

Arizona State University Chief Information Security Officer Tina Thorstenson said unknown devices and connections are a top concern.

edscoop.com5d

Alexander: Fixing a PC slowed down by security software

Load Error Julie Arnsdorf of Plymouth said her 1-year-old PC had become sluggish after installing McAfee Endpoint Security ...

Minneapolis Star Tribune on MSN.com11d

Security as a Service Market is expected to grow $26.5 billion by 2025

According to a new research report Security as a Service Market by Component Solution and Service Application Area Network Security Endpoint Security Application Security and Cloud Organization Size ...

openpr.com1d

Kaspersky announces 'three-in-one' endpoint protection for businesses

Kaspersky is pitching a new 'three-in-one' endpoint cybersecurity solution designed to make it easier for medium to large ...

Bit13d

SC Product Reviews: Endpoint Security

SC Labs revisited endpoint security tools this month, an area that's become increasingly more relevant as the bad guys run phishing attacks via email. These cloud-based management systems have ...

SC Media27d

Endpoint Security Market Revenue to Hit USD 15B by 2026; Global Market Insights, Inc.

North America's endpoint security market is projected to hold above a 45% share by 2026, owing to the increasingly wide enterprise adoption of BYOD and the work from home trend, along with the ...

YAHOO!19d

Worldwide Endpoint Security Software Market Shares Report Reveals CrowdStrike is Shaping the Endpoint Market

CrowdStrike market share nearly doubles in the last year, propelling the organization to the number four spot of corporate endpoint security software vendors ranked by Leading Analyst Firm ...

YAHOO!26d

State Tech Agency Budget Reflects Cybersecurity, Endpoint Protection

Fiscal Year budget for the California Department of Technology shows a slight staffing decrease, but a monetary increase overall that reflects financial commitments to the California Cybersecurity ...

California Techwire13d

Mobile Device Security Market Precise Outlook 2020- Webroot, VMWare, TrustGo, Cisco

The report titled Mobile Device Security Market has recently added by MarketInsightsReports to get a stronger and effective business outlook It provides an in-depth analysis of different attributes of ...

openpr.com5d

Endpoint Security Market Revenue to Hit USD 15B by 2026; Global Market Insights, Inc.

The growing demand for secure connectivity and privacy of enterprise networks to process highly sensitive data is expected to support endpoint security market growth. Advanced functional ...

PR Newswire19d

Endpoint Security Market Revenue to Hit USD 15B by 2026; Global Market Insights, Inc.

SELBYVILLE, Del., July 9, 2020 /PRNewswire/ -- Global Market Insights, Inc. has recently added a new report on the endpoint security market, which estimates the market valuation for endpoint ...

Finanzen19d

Massive complexity endangers enterprise endpoint environments