

# Trends and Spending Plans for Security Appliances: Are We Ready for VoIP?

## Executive Summary

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Voice over Internet Protocol (VOIP) transforms voice communications into another application on an Internet Protocol (IP) network. Unfortunately, with VoIP an organization also inherits all the risks of a data network including worms and viruses, Denial of Service (DoS) attacks, spam, and even phishing. Furthermore, traditional firewall technologies can complicate several aspects of VOIP, most notably dynamic port trafficking and Network Address Translation (NAT) transversal. Security product vendors are adding functions that address voice applications in their products, but as history has shown, security typically lags behind advances in technology.

To assess the impact of VoIP in the security appliance market, In-Stat conducted an end-user survey to discover trends in security product usage and plans for future purchases.

Key findings include:

- Larger, mid-sized companies (500-999) showed a higher percentage of concerns about peer-to-peer messaging and VoIP security than companies of other sizes.
- More than 70% of the companies that have implemented VoIP plan to replace their security appliances within the next year.
- Budgets allocated for new security appliance are significantly higher in companies that have already implemented VoIP.
- By a high percentage, reliability is the most important criteria for purchase of new security appliance products.

The security appliance market is poised for strong growth during the forecast period, reaching \$7.0 billion by 2009, as shown in Figure 1.

**Figure 1. Security Appliance Forecast**

