In-Stat MDR

Executive Summary: Network Security Web Survey - July 2003

Analysts: Jaclyn Anderson

Security Spending, Usage, and Brand Awareness – July 2003

In-Stat/MDR surveyed members of the Technology Adoption Panel about network security uses and purchase plans. Panel members represent organizations of all sizes and vertical industries. Data from this survey was collected July 2003 and includes the number of security breaches experienced, security purchase plans, reasons for purchasing security products and services, the top security budgetary items, the current usage of security products, the brand familiarity of security products, and future security deployment plans. Below are highlights from the survey.

- Alarmingly, 25% of respondents had no plans to purchase network security products or services in the foreseeable future. The median number of employees in the companies without plans for security purchasing is 34, indicating that the minor security requirements for smaller companies is pushing back the security purchasing time. Also, smaller organizations may not "plan" for security, rather react as network security needs present themselves, for example, after they have been attacked.

- Survey respondents have many reasons for purchasing security solutions. The most common reason cited by respondents is business liability. There is a certain degree of security that is required simply to reassure customers that their information is secure. Similarly, business partners and suppliers also need to be assured that their information will be secure when dealing with the company. For most of these respondents, it's just common sense reasoning to have security.

- Respondents who purchase or use network security products or services overwhelmingly indicated that one of their top 3 budgetary items for security in 2004 is perimeter protection. Disaster recovery, remote access, and security management followed.

- The largest segment of buyers is planning to purchase in 6 months to less than one year, which based on the date of the survey roughly equates to the 1H 2004. This is promising for security product and service vendors, alike.

Figure 1. End-User Plans to Purchase Security Solutions