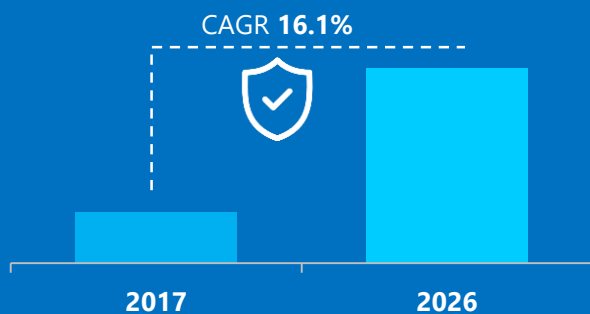


# Changing Trends in the IT Security Services Landscape




## GLOBAL IT SECURITY MARKET



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## FACTORS IMPACTING IT SECURITY MARKET

-  Stringent compliance & regulatory requirements
-  Rising demand for IT security budget
-  Growing attractiveness of Digitalization
-  Increasing cyber attacks
-  Growing awareness of the security risks

## FUN FACTS

 Global Costs of Ransomware Damages are expected to exceed the ... **\$5B VALUE** ... in 2017

 In 2017, the Average Ransom Cost lowered to ... **\$522** ... signaling that Ransomware has become a Commodity

### Gartner's CARTA Approach

In 2017, Gartner proposed a new approach to security based on CARTA (Continuous Risk and Trust Assessment). It is a continuous process of regular review, re-assessment and adjustment. This approach will become more central in 2018 to mitigate cyber risks.

### Software's to Mitigate Risk

To reduce data breach risk, organizations are using a combination of security products like antivirus software, data loss prevention (DLP) tools, security information and event management (SIEM) software.

### GDPR Guidelines

The General Data Protection Regulation (GDPR) requires businesses to take necessary technical and organisational measures to ensure a high level of information security

### Advanced Analytics Using AI

With the help of Artificial Intelligence (AI), the software analysts collect the data to process and analyse new trends. Predictive analytics will build on this by giving security teams the predictive insight needed to stop threats before they become an issue

### Block Chain Principles

To mitigate the increasing number of cyber threats, companies are harnessing block chain principles of storing the data in a decentralized and distributed manner. This distribution of data makes mass data hacking or data tampering difficult



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