

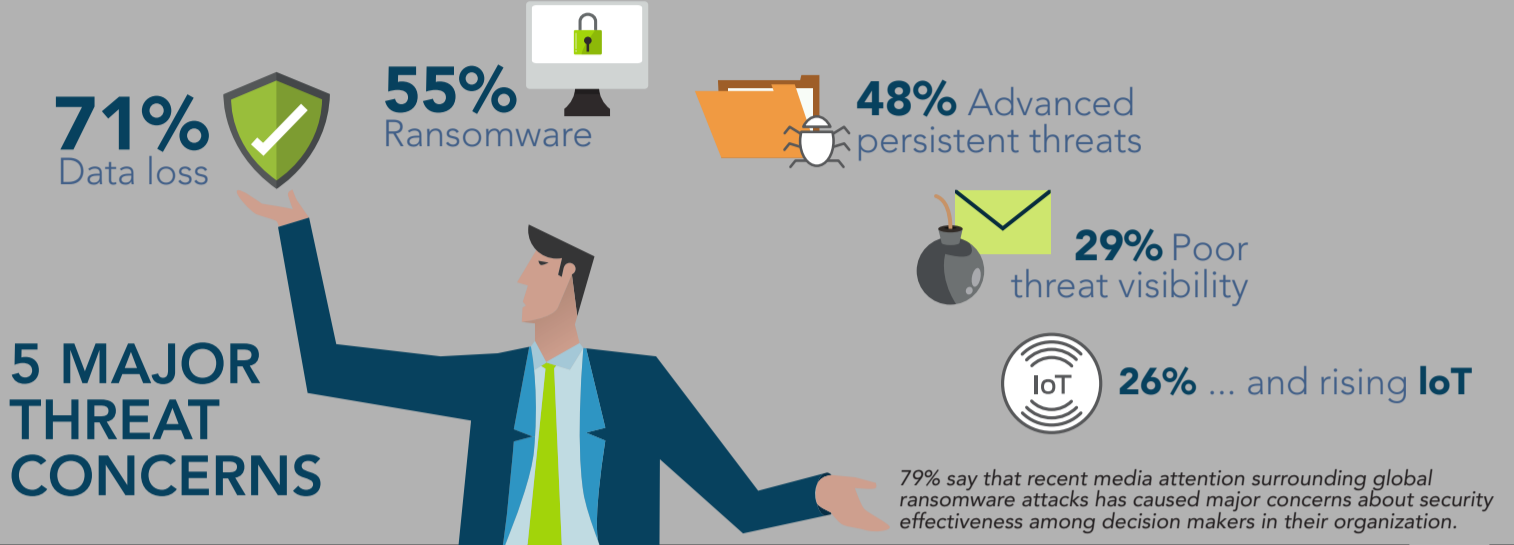
# Understand the Threats and Fortify Your Defenses

What security and IT professionals say about today's most critical cybersecurity threats and how to protect against them.

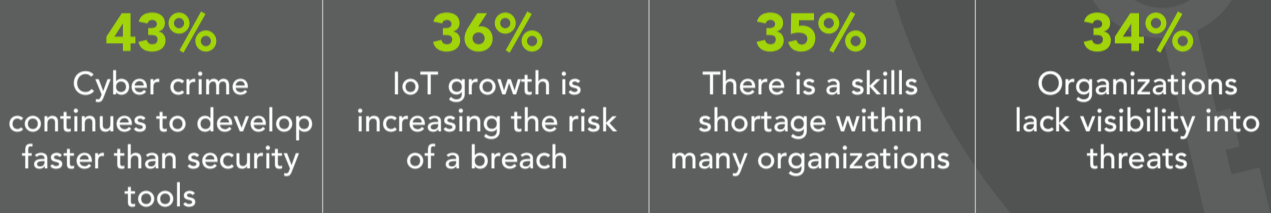


It's a juggling act as organizations deal with an increasingly sophisticated threat landscape.

In a recent Vanson Bourne survey, 400 security and IT professionals speak out about their toughest security challenges:



## 4 MOST CRITICAL PAIN POINTS



The cyber threat/pain point landscape is ever changing, and organizations are performing a juggling act in trying to deal with the wide variety of cybersecurity demands.

69% say that current cybersecurity solutions aren't delivering on their promises.

## Most valued security capabilities:



Respondents believe more advanced capabilities are going to be crucial if they are to keep up with the changing demands placed on security tools by cyber crime.

## Market Trends:



## The Bottom Line:

Data loss, ransomware, advanced persistent threats, poor visibility, and IoT are considered to be major security concerns to respondents' organizations.

Less than one third of those surveyed report that the cybersecurity solution(s) used within their organization have done exactly what they promised.

Greater speed of threat detection and artificial intelligence/machine learning capabilities are among the top features that respondents would like to see in future tool purchases.

Three quarters of respondents agree that the 24/7 "always on" nature of cybercrime puts a great strain on their security personnel.

Cloud and virtualization are trending up on the list of main pain points for organizations.

Cloud migration is set to become much more of a concern for three in ten organizations over the next three years.

Learn more about this study: [click here](#)

Vanson Bourne is an independent specialist in market research for the technology sector. Its reputation for robust and credible research-based analysis is founded upon rigorous research principles and the ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit [www.vansonbourne.com](http://www.vansonbourne.com).