



## Messaging, Web and IM Security Market Trends, 2007-2010

### Report Focus

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This report focuses on demand drivers for solutions to address messaging and Web-related security threats. The research conducted for this report, as well as the report itself, are focused on the needs of vendors, investors and others who are interested in participating in the messaging, Web and IM security markets in some fashion. The information presented is designed to help these vendors and interested parties make informed decisions about the future opportunities available in this market.

### Key Findings and Trends Discussed in this Report

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- There is a significant disconnect between the way that organizations have deployed their email security systems and what they would like to be doing: while 68% of organizations are using point, best-of-breed solutions for managing their email security needs, only one-half this many organizations would prefer to be doing so. By contrast, while only one-third of organizations manage email security with a single system from one vendor, one-half of organizations would prefer to manage email security this way.
- Despite the fact that most organizations are on their second or later generation anti-spam deployments, most organizations indicate that they will likely or definitely invest in new anti-spam systems by mid-2008.
- The growing spyware problem is prompting four out of five organizations to set aside budget for spyware remediation technologies during 2007.
- While only about one in five organizations currently uses a messaging security solution that is part of a centrally managed capability for various types of security, twice as many organizations would actually prefer this type of security infrastructure.
- Many more organizations would prefer to use a hosted solution for integrated security management than are currently using these solutions.
- Most organizations have not deployed systems against less obvious threats like unauthorized distribution of sensitive corporate information, the use of consumer-focused Webmail systems or the use of chat tools.
- Despite the fact that image spam has received a significant amount of attention, only about one in five organizations views image spam as a serious or very serious problem.



- Although Web conferencing is viewed by the vast majority of organizations as a 'legitimate' application when used in a business context, a variety of other applications that are commonly used in a business setting are not viewed as legitimate by a significant proportion of decision makers.
- Despite the fact anti-spam systems have been deployed in most organizations for several years, and most organizations are on their second or later anti-spam systems, most organizations do not perceive that the capture efficiency of their solutions is getting better.
- Spyware is viewed as a serious or very serious threat to the majority of organizations, while it is considered a potential threat by a significant proportion of organizations.
- Four out of five organizations have deployed desktop-based remediation capabilities for adware and spyware, and most organizations have also deployed URL filtering solutions.

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