



Messaging, Web and IM Security Market Trends, 2007-2010 Report 2 of the Osterman Research Subscription Service 2007

Osterman Research will publish a study that details the current problems with spam, viruses, spyware and other malware, outbound content, encryption requirements, disaster recovery and other email, Web and instant messaging (IM) security issues in the enterprise. The study will focus on how organizations are managing these problems and how the market for security products and services will need to evolve over the next several years. IT decision makers and end-users in mid-sized and large enterprises will be surveyed in-depth.

This report is focused on the specific information requirements of vendors that offer anti-spam, anti-virus, anti-spyware, Web management, content filtering, secure messaging, disaster recovery and related capabilities. Topics to be covered in **Messaging, Web and IM Security Market Trends, 2007-2010** will include the following, but as with all Osterman Research multiclient studies, questions from early subscribers will be fielded in the surveys conducted specifically for this report:

- ✓ Current demand and forecasts for enterprise adoption of anti-spam, anti-virus, outbound content filtering, Web filtering, anti-spyware, encrypted messaging and other systems through 2010.
- ✓ Enterprises' price sensitivity and willingness to pay for email, Web and IM security products and services.
- ✓ Enterprise IT management preferences and demand for:
 - Features and functions provided in messaging security capabilities.
 - Integration of security functions into a single email/Web/IM firewall.
 - Delivery preferences for security products, including current preferences and forecasts for software-based solutions, appliances and managed services.
- ✓ Analysis of the unmet needs of enterprise customers in the context of their email, Web and IM security requirements.
- ✓ Detailed analysis of enterprise IT staff investments in managing email, Web and IM security capabilities.
- ✓ Current and forecasted enterprise budgets for email, Web and IM security tools broken out by security function (anti-spam, anti-virus, Web management, content filtering, anti-spyware and secure messaging).
- ✓ Analysis of the market potential for services offered by managed service providers.
- ✓ Decision makers' perceptions of leading email, Web and IM security vendors.
- ✓ The role of regulations in shaping demand for messaging security.
- ✓ Marketing messages that resonate most with enterprise decision makers.
- ✓ Criteria that enterprises use to evaluate email, Web and IM security vendors.
- ✓ Identification of email, Web and IM security vendors.

- ✓ Other topics to be determined by early subscribers to the report.

Benefits of Early Subscription

Although **Messaging, Web and IM Security Market Trends, 2007-2010** is a multiclient study, early subscribers will have the opportunity to submit questions that will be included in the surveys conducted specifically for this report, allowing these subscribers to customize the report to their specific information requirements. As a result, although the issues identified above will be included in the final report, a Table of Contents is not yet available, since the content will be determined in large part by the information needs of the early subscribers.

Pricing and Delivery

Messaging, Web and IM Security Market Trends, 2007-2010 will be available through January 12, 2007 for the reduced price of US\$1,895; pricing for this report after January 12, 2007 will be US\$2,295. The report will be published in February 2007.

About Osterman Research, Inc.

Osterman Research, Inc. provides market research, cost modeling, benchmarking and related services to vendors of technology-based products and services. We help vendors, IT departments and other organizations make better decisions through the acquisition and application of relevant, accurate and timely data on markets, market trends, products and technologies. We also help vendors of technology-oriented products and services to understand the needs of their current and prospective customers.

Among the things that make us unique is our market research panel: a large and growing group of IT professionals and end-users around the world with whom we conduct our research surveys. This allows us to conduct surveys quickly and accurately with very high response rates.

The founder and principal of Osterman Research, Inc. is Michael D. Osterman. Mr. Osterman has more than 20 years experience in the market research industry, conducting research for a wide variety of technology-based clients. Mr. Osterman has extensive experience in the design, deployment and analysis of market research programs, and has developed sophisticated cost modeling and forecasting methodologies in use by a wide variety of companies in the messaging industry. Mr. Osterman has written numerous articles for a variety of trade publications, and is currently author of a twice-weekly, online column on messaging issues published by *Network World Fusion*. He has been a panelist and speaker at various industry and vendor-sponsored events.

Osterman Research serves a worldwide client base in the messaging and collaboration industries.

For more details on **Messaging, Web and IM Security Market Trends, 2007-2010**, or to order, please contact us, order online at <http://www.ostermanresearch.com/reportorder.htm> or complete the following order form:

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