



IBM Midsize Insider Blog

### **Title: Security Spending Gets a Boost from Mobile**

The third platform, including mobile, social business and cloud computing technologies, is affecting just how much firms are spending on security. New research by Gartner found that growing firms want to prevent threats from thwarting their business in this new age driven by the promise of third platforms technologies.

#### **Spending Needs**

A new survey by Gartner featured in Computerworld found that worldwide spending on information security will reach \$71 billion this year. That figure is an increase of nearly eight percent from 2013. Gartner noted that the data loss prevention segment achieved the highest rate of growth at nearly 19 percent.

Gartner also found that new malicious software tools used to attack organizations are of a concern for more businesses and as a result the industry has seen an overall increase in awareness and spending on solutions. According to the research firm security isn't just a basic IT function any longer. IT professionals are shifting away from monitoring and administration and deploying incident response systems and mitigation instead. The research also noted that the security software landscape is changing with more midsize firms relying on hosted security services than ever before. By 2015 it is predicted that 10 percent of security will be delivered in the cloud.

#### **Midsize Security**

When it comes to midsize firms, security challenges are great. IT professionals are balancing the need to incorporate third platform technologies to remain competitive while having to ensure each implementation is secure. It is not an easy task when resources, budget and time are limited. As a result, with less knowledge about solutions, vendors fill that gap to provide solutions. According to Gartner, many firms simply lack personnel that have the appropriate security skills to keep up with today's increasing threats. More than 50 percent of firms are predicted to rely on security services firms that can help organization meet their security goals on the data protection front as well as risk and infrastructure management security.

IT managers at midsize firms may look closer at vulnerability management which uses the same methods as a hacker to learn about a firm's security risks. Identity lifecycle management, managed intrusion prevention and various cloud based solutions can potentially deliver what a midsize organization is seeking to help secure its data. Every firm's needs are different and vendors can implement proven strategies for threat mitigation and data protection.



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**New Security Growth**

While the third platform may help midsize firms innovate on many levels, security is still a concern. Due to the rise of new types of cybercrime, midsize organizations are becoming more aware of the threats out there. The challenge is finding and investing in the right solutions to be prepared. In the end, any resources spent should help to secure precious corporate data.

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