

## **Midsize Insider Blog**

### **Title: The Rapid Adoption of Cloud and Security Services**

The cloud computing market is growing leaps and bounds and that's affecting the security services that are paired along with it. A new survey found that over the next five years firms will add to the steady projected growth. It's a market that midsize firms can grasp more opportunities from.

#### **A Big Rise**

According to a new report from MarketsandMarkets, cloud security is set to rise 15 percent each year. By 2019, it is set to be worth a whopping \$8.71 billion. The report entitled, "Cloud Security Market – Global Advancements, Forecasts & Analysis" was recently featured in the Cloud Times and revealed that increased use of the cloud and security services to go along with it is reshaping the entire market. In its analysis, MarketsandMarkets divided the cloud computing security market into several interesting categories ranging from data loss prevention, web security email security, cloud log management and analysis, encryption, network security as well as other industrial categories like retail, manufacturing, transportation and others.

The report revealed that firms understand that they must protect themselves from the growing amount of cybercrime attacks and threats in the cloud. As a result they are spending more on security that addresses various issues. They are especially paying attention to how to support mobility and mobile workforce needs.

#### **Midsize Adaptation**

Midsize firms are no doubt playing a big role in cloud security services growth. IT professionals at midsize firms work with cloud vendors to help them optimize their IT and run various workloads on either public, private, or hybrid cloud models. No matter what platform or cloud model is chosen, security remains a top concern. A smaller firm that experiences a data breach may not be able to recover. That's because resources are limited to begin with. IT professionals turn to experienced vendors for expert consultation and to build a trusted partnership that guides them in the right direction, establish key building blocks, and ease the transition into the cloud.

As more midsize firms turn to the cloud, access management, network controls, and identity management is becoming a top priority. New technologies can help meet the needs that firms have to prevent security threats and data breaches as much as possible. With a growing market full of solutions and services, most problems can be resolved with the right software.

#### **New Markets**



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The rapid growth of the cloud computing and security market is advantageous for midsize firms. By 2019 it is set to reach almost \$9 billion dollars. The growth means there are more solutions than ever that are suitable from growing firms that demand certain price points, services, software, and flexibility. Cloud computing is increasingly important for smaller firms and keeping data secure in it is the new priority.

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