

NETWORK SECURITY

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Mumbai, December 27

Today, the threat landscape for enterprises is becoming increasingly dangerous and complex. In today's sophisticated environment, there are gaps in security architecture, and traditional security controls are not enough to protect critical assets any longer. Modern network security threats are mainly driven by increasing complexity and distribution of networks and increasing sophistication of applications. The markets' recent shift from the virtualization of operations to collaboration and social networking, played a pivotal role for hackers to infiltrate networks and steal high-value business data. And, in such a scenario, in order to protect information and identities in the increasingly connected world, enterprises are increasingly adopting a holistic and multi-layered security strategy that is risk-based, policy-driven, information-centric and operationalized across a well-managed infrastructure.

"The Indian IT security market was observed to shift from single-point solutions, such as anti-virus software, to a more holistic suite solutions. This was due to the fact that technology convergence trend had already spread in India, with domestic customers receiving the value proposition offered by converged security solutions. They were especially compelling to

enterprises looking for value-for-money deals," said Vishak Raman, regional director, India and Saarc, Fortinet. Indian network security market is growing consistently as organizations are increasingly realizing the importance of securing their data against external and internal threats. Consequently, there has been no let-down in IT security spending because CIOs have realized that without ensuring the security of their vital data, it is not possible to expand business. According to IDC, the Indian security appliances market is expected to grow at a CAGR of 15% during the period of 2011-2015 with a soaring revenue of \$162.2 mn by the end of 2011 and \$349.6 mn by 2015.

Recent analysis from Frost & Sullivan finds that the market, covering 14 Asia Pacific countries, is expected to register a modest CAGR of 7.5% from 2009 to 2015, to gross revenue of just over Rs 14,696.08 crore by end of 2015. According to Frost & Sullivan, the Indian network security market experienced a y-o-y growth of almost 7.0% in 2010, as a result of the economic recovery in the country and also in the APAC region. The fast growing domestic economy, coupled with APAC economic recovery, was the main driver for the Indian network security market. This meant business expansions were going on, and those businesses' ICT spending also grew accordingly during that

The new face of security

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period. The penetration or local expansion of security vendors brought more options as well as better support to customers. Besides, the commoditization of network security was observed in Indian market, which increased the number but drove down the value of deals. The market is expected to touch a CAGR of 15.3% in the next 7 years (2011-2017). The network security market in India is coming of age and some of the major players in the network security sectors include Fortinet, Cisco, WatchGuard, Juniper Networks, Symantec, Wipro, Elitcore Technologies, GajShield and many more.

According to WatchGuard Technologies,

one of the global leaders in business security solutions, the network security market is growing by about 20-25% y-o-y. The company has recently launched the WatchGuard XTM 330, which is a small business security appliance. "Small businesses are increasingly becoming the targets for cyber attacks. And, our newly launched SME solution will target the businesses with about 50 employees," said Mohit Puri, country manager, India & Saarc, WatchGuard. In addition to catering to the SMEs, its XTM 2050 would help to cater to the large enterprises like BFSI, telcos, among others.

"The spending on network security by enterprise and SMB will increase by 5-10% in the

next few years. In India, investments in security is still a low level priority for many CEOs, however this is slowly changing as more and more organizations are realizing the importance of securing their data against external and internal threats. Small business networks face the same threats as large enterprise networks, however they contend with the challenge of limited budget for IT expenditures," said Pankaj Jain, director, ESET India (ESS Distribution).

In particular, WatchGuard sees accelerated UTM market growth as appliances expand into new geographic regions around the world and move upstream into more enterprise and distributed environments. "We grew by 45% from 2009 to 2010 and are also expecting to grow by 25% more. We are pleased to see such a good response from our partners, who have been supporting all our product line, and I am sure they will also be working very closely with the channel community to promote all our products,"

Puri said. It is not only WatchGuard, but also Raman of Fortinet who said that UTM products have continuously evolved since their introduction by Fortinet over a decade ago. Present day UTMs leverage full content inspection functionalities to provide the types of defense needed at every gateway. UTM appliances are the best first line of defense against blended attacks, tightly integrating many functions together into a single platform, including firewall, VPN, anti-virus, anti-spyware, application control, intrusion prevention and web filtering. Combining all security functions onto a common platform reduces network complexity and makes management easier.

Also, the IT world is abuzz with talks about cloud computing and virtualization. At the same time, a combination of rapidly changing customer expectations and radically different technological advancements is driving a new generation of on-demand security services. Technologies such as

encryption, authentication, etc, are real requirements when it comes to adopting cloud computing. Keeping this in mind, Cisco has launched its borderless networks architecture in India. Borderless networks is Cisco's holistic, next generation vision and architecture that delivers the borderless experience. "We have also announced a number of enhancements across our portfolio that evolve around the company's self-defending network solution from network security offerings into a broader system approach that strengthens the overall protection of networks. We command 35.66% (as per CY Q2'11, Frost & Sullivan, Oct 2011) marketshare in India," said Bipin Kumar Amin, principal consultant, borderless networks security, Cisco.

Also, growth of the mobile workforce and consumerization of IT have increased heterogeneity of the IT environment, presenting the IT department with the challenge of ensuring information security on a multitude of devices regardless of whether they are on and off the network. However, Shantanu Ghosh, VP and MD, India product operations, Symantec, commented, "Although cloud computing and virtualization have

several benefits, they come with their share of concerns for Indian enterprises. Enterprises will have to address various security-related business requirements with the adoption of these emerging technologies." Many enterprises are also pursuing the ability to blend wired and wireless LAN into a single access layer of connectivity, making vendor's ability to integrate its wireless LAN technology with wired network infrastructure critical. Despite the typical odds in the market, Indian network security market has been growing rapidly. According to a report by Canalys, Indian network security market will see a growth of 9.2% by the end of 2011. The compound annual growth rate is estimated to be 6.1% by 2014. The current overall IDC estimate for the server security market is \$439.2 mn, with a growth rate of 6.1%, and is expected to reach \$694.4 mn by 2015. "Catering to the need of the hour, it is expected that in the next 3-4 years, a huge drive in the client security business module is foreseen. In addition, hosted security is estimated to reach \$1.2 bn by 2014. We also foresee many new vendors entering the market in the coming years," concluded Sunil Kripalani, senior VP, global sales and marketing, eScan.