



IDC officially launches the research project "IDC Innovator: China Business Security Market, 2019"

Beijing, March 8th, 2019 – The widespread use of emerging technologies such as cloud computing, mobile internet, and online payments has promoted the healthy development of domestic e-commerce, Industrial Internet and Internet Finance markets. The primarily digital and digitally transforming enterprises are increasingly exposed to the Internet where they frequently interact with end users. Ensuring the security of their core business data and operational stability is an important issue that their CIOs need to address. On the other hand, with the lure of huge economic benefits, the cyber-attacks launched against online businesses are increasingly rampant. Using a combination of automation and emerging intelligent technologies, there are increasing levels of malicious hacking, fraudulent transactions, credential swiping, and fake online reviews, causing large losses to businesses in all sectors, including gaming, social media, shopping, and finance.

IDC believes that the stable operation of the business is not only essential for corporate revenue, but also a determining factor for corporate reputation and survival. Business security attempts to reduce risk to business processes, various threats causing economic losses, ensure the smooth running of the business, helping to reduce costs, increase revenue, and further enhance business competitiveness. The main areas of concern are account security (account information leaks, bank scams, fake registrations, malicious web-crawlers), content security (data breaches, sensitive information release, spam management), payment security and marketing security (bulk mailing, wool-pulling party, fake “yellow cattle” discounting, click-flooding).

Compromising business security including compromised accounts, data, fund allocation, marketing resources, etc. provides many ways to realize extremely attractive illicit gains for the fraudster. This means that the primarily digital and digitally transforming enterprises will continue to face serious challenges in business security for the longer term. The rapid development of market demand for preventing these attacks has spawned many start-up companies that focus on business security. Most of them are unique and innovative, helping enterprises solve their security problems and to facilitate the healthy and rapid development of enterprises. These start-ups are fast becoming important practitioners and innovators in an expanding market.

IDC specifically targets the Chinese business security market, and will this year launch the "IDC Innovator: China Business Security Market, 2019" report. In the report, IDC analysts will select

three to five start-up companies that provide business security services and will analyze their products, customer experiences, and business models. On the one hand, it will help IT buyers to choose the right product; on the other hand, it can help investors to build a good bridge with these innovators, aiming to contribute to the healthy development of the business security market.

At present, IDC is working with many business security vendors in order to select the best quality business innovators for this study. At the same time, IDC is also calling for more business security innovators to participate in this research.

For related project consultation, please contact IDC China Research Manager Austin Zhao(azhao@idc.com).

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For more information on the IDC report, please visit www.idc.com.cn. To purchase a report, please contact IDC China Sales at +86-10-5889 1666 or email fwang@idc.com.

About IDC Innovators

IDC Innovators reports present a set of vendors – under \$100 million in revenue at time of selection – chosen by an IDC analyst within a specific market that offer an innovative new technology, a groundbreaking approach to an existing issue, and/or an interesting new business model. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies. Vendors in the process of being acquired by a larger company may be included in the report provided the acquisition is not finalized at the time of publication of the report. Vendors funded by venture capital firms may also be included in the report even if the venture capital firm has a financial stake in the vendor's company. IDC INNOVATOR and IDC INNOVATORS are trademarks of International Data Group, Inc.

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Figure 1



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