



it sa 2017

Die IT-Security Messe und Kongress
The IT Security Expo and Congress

Nürnberg, Germany
10.-12.10.2017

Trends and Forecasts in
IT security

Online exhibitor survey
on the it-sa 2017

NÜRNBERG MESSE

Results of the online exhibitor survey

Contacted exhibitors: 533

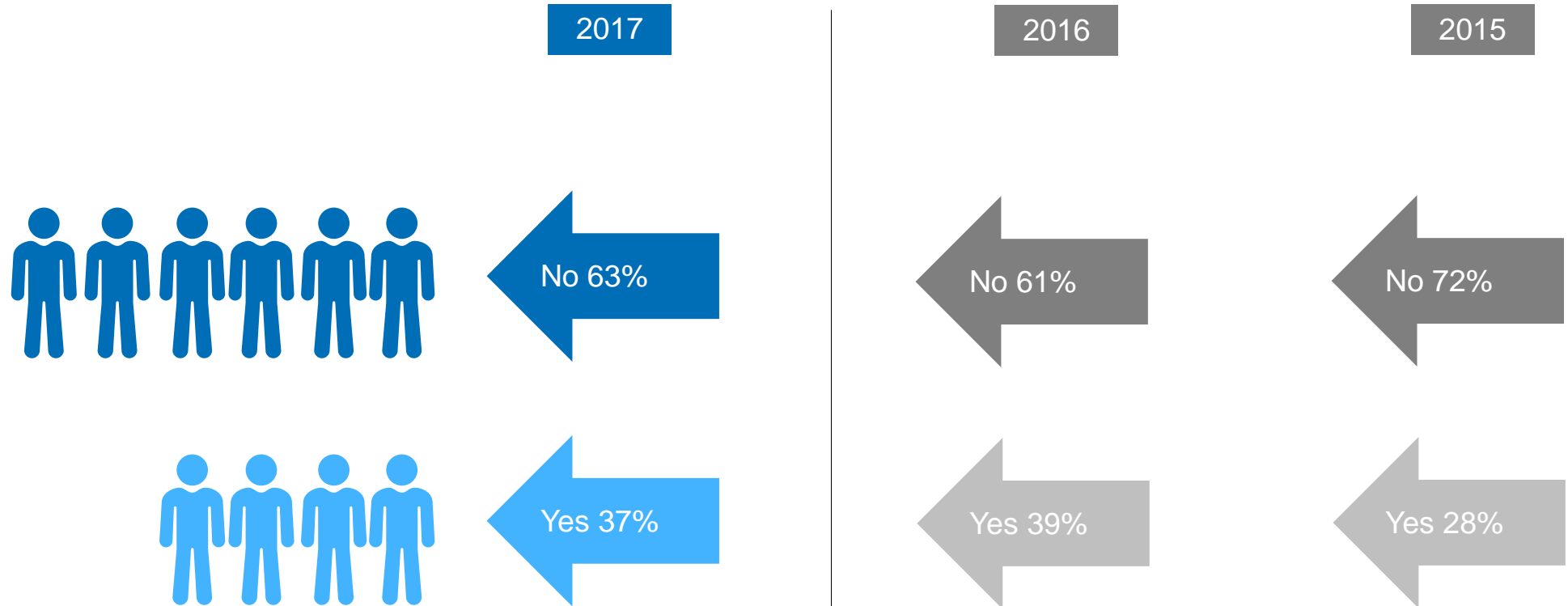
Survey period: 08. to 25.08.2017

Response rate: 21%

n= 111

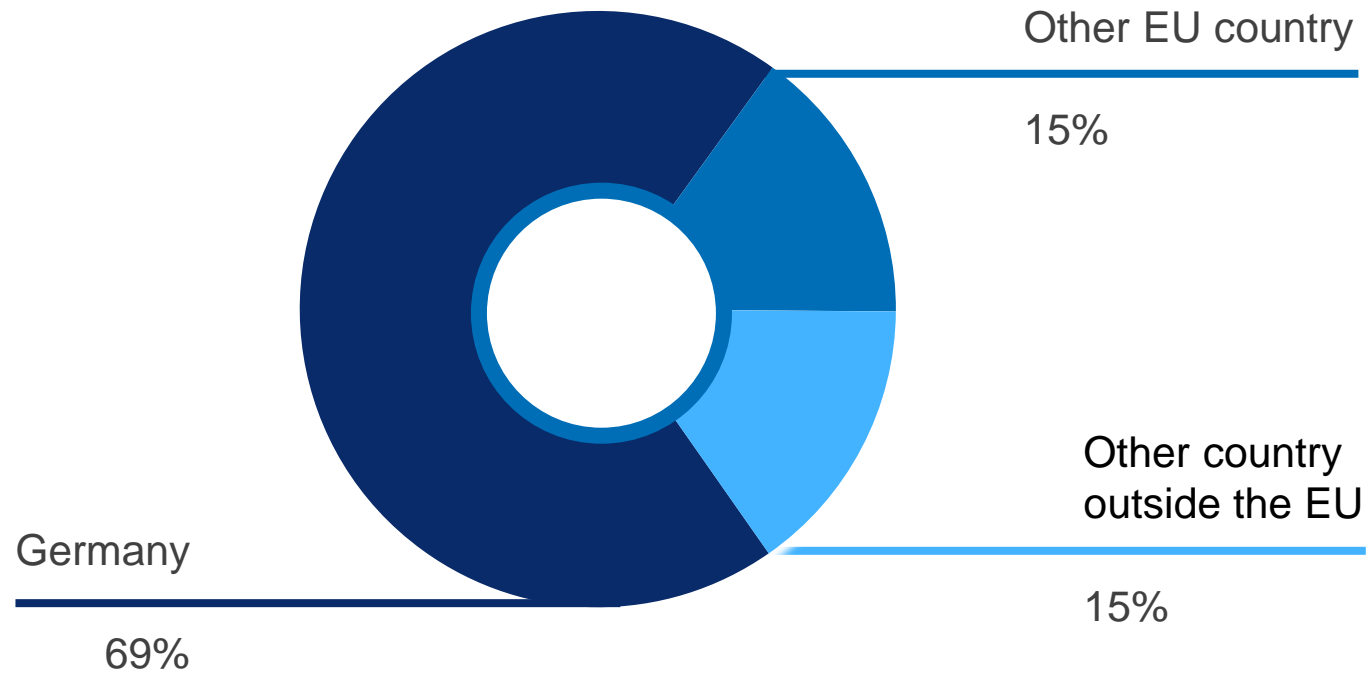
Languages: German and English

Is your company exhibiting at it-sa for the first time?



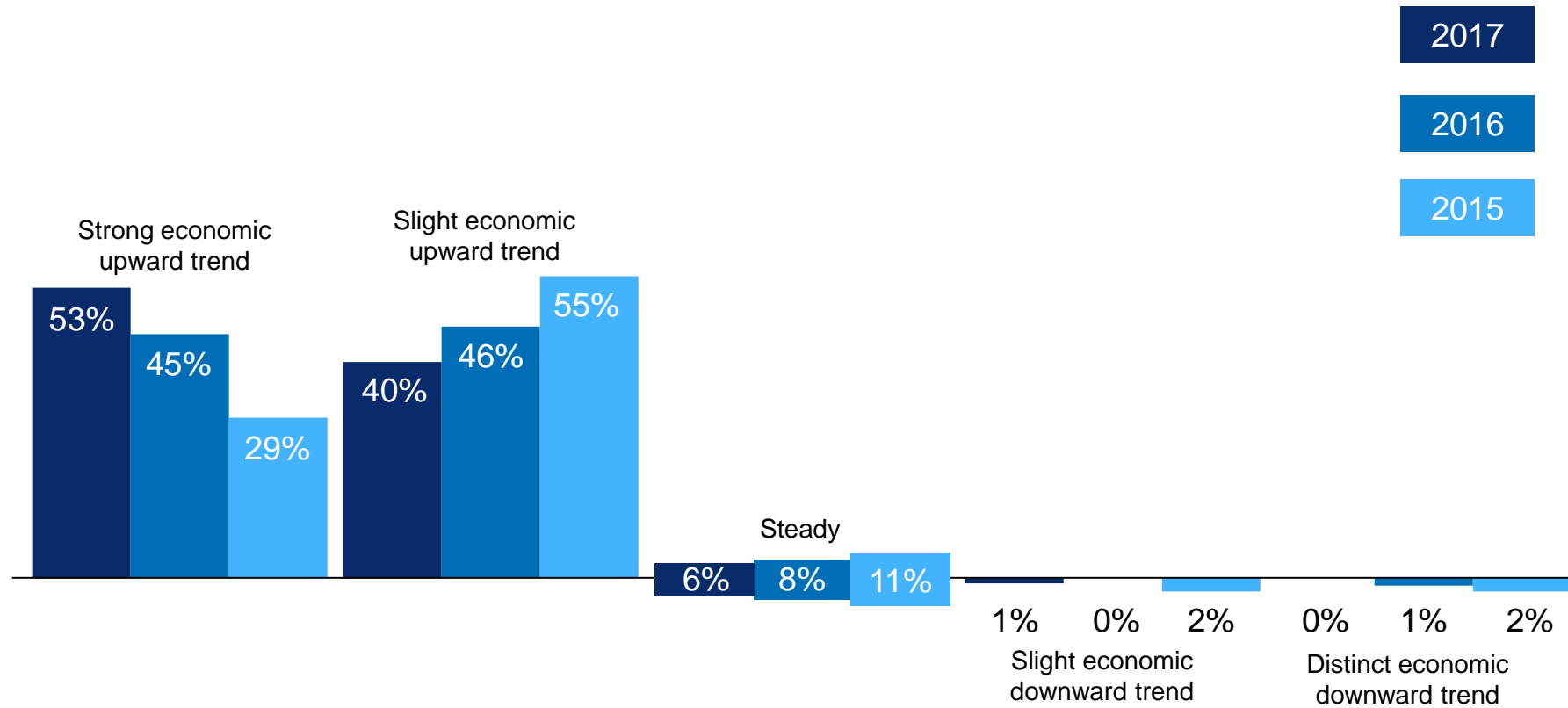
Contacted exhibitors: 533 (date 08.08.2017)
Field time: 3 weeks / base: 111 (all respondents)

Is your company from Germany or from another country?*



Contacted exhibitors: 533 (date 08.08.2017)
Field time: 3 weeks / base: 111 (all respondents)
* = was not queried in 2015/2016

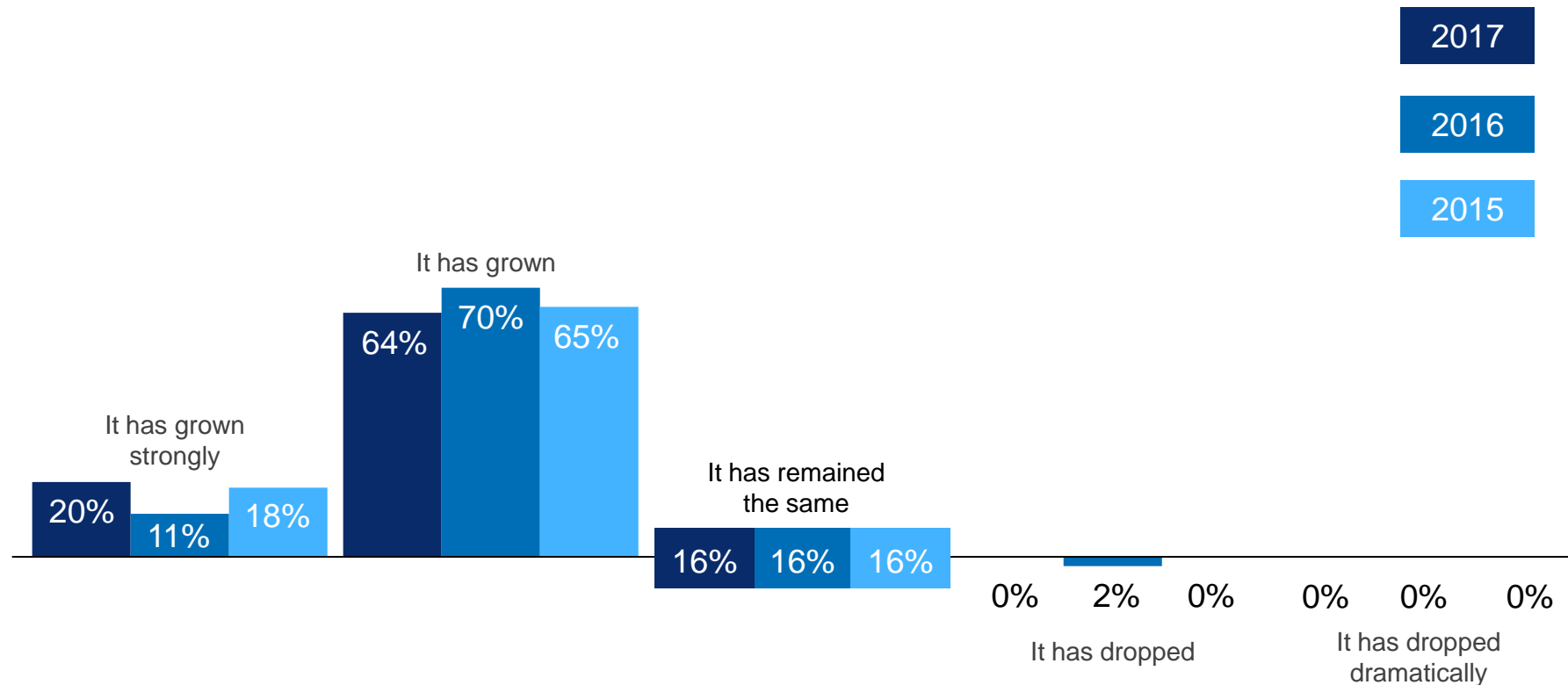
How do you rate the current economic situation in your sector?



Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 111 (all respondents who made a statement)

How has your turnover volume developed in the IT security area in your company since it-sa 2016?

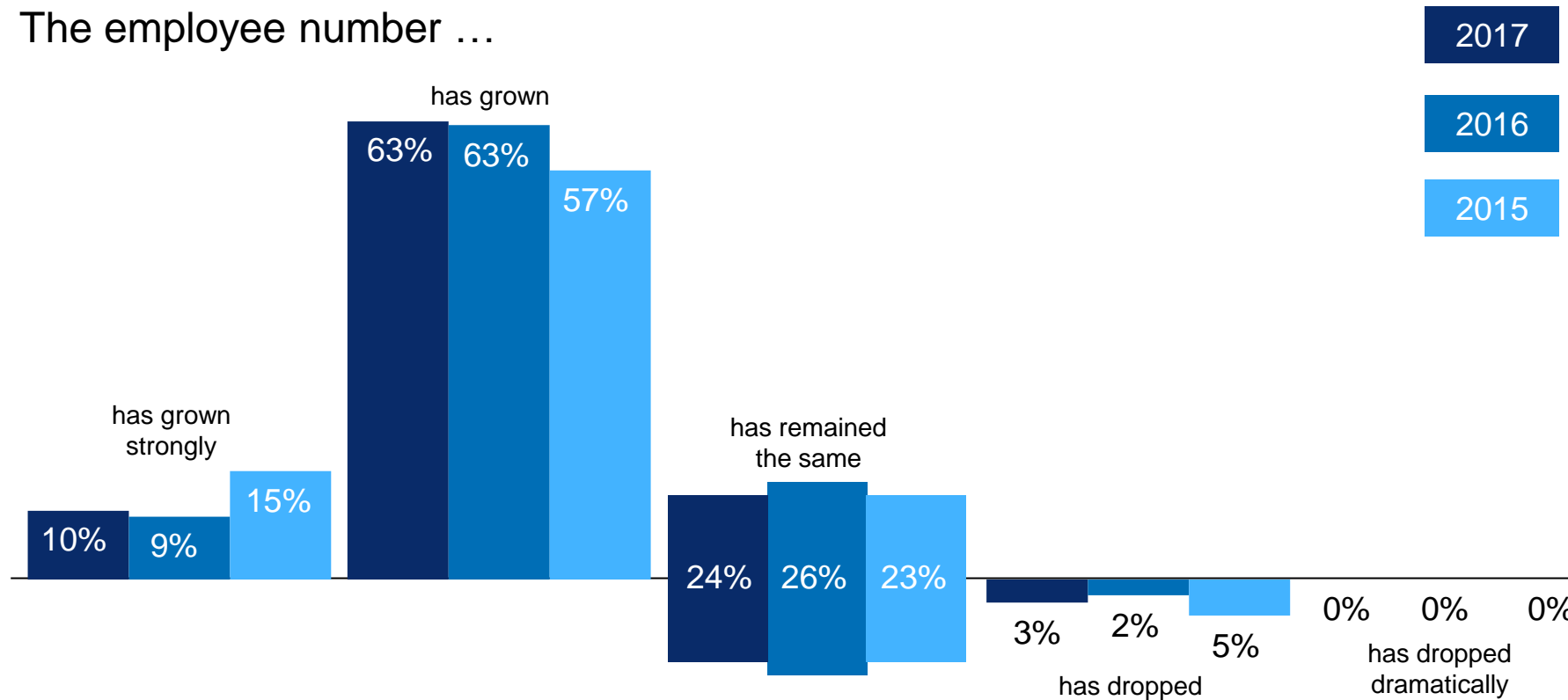


Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 61 (repeat exhibitors who gave an assessment)

How has the employment situation in the area of IT security in your company developed since it-sa 2016?

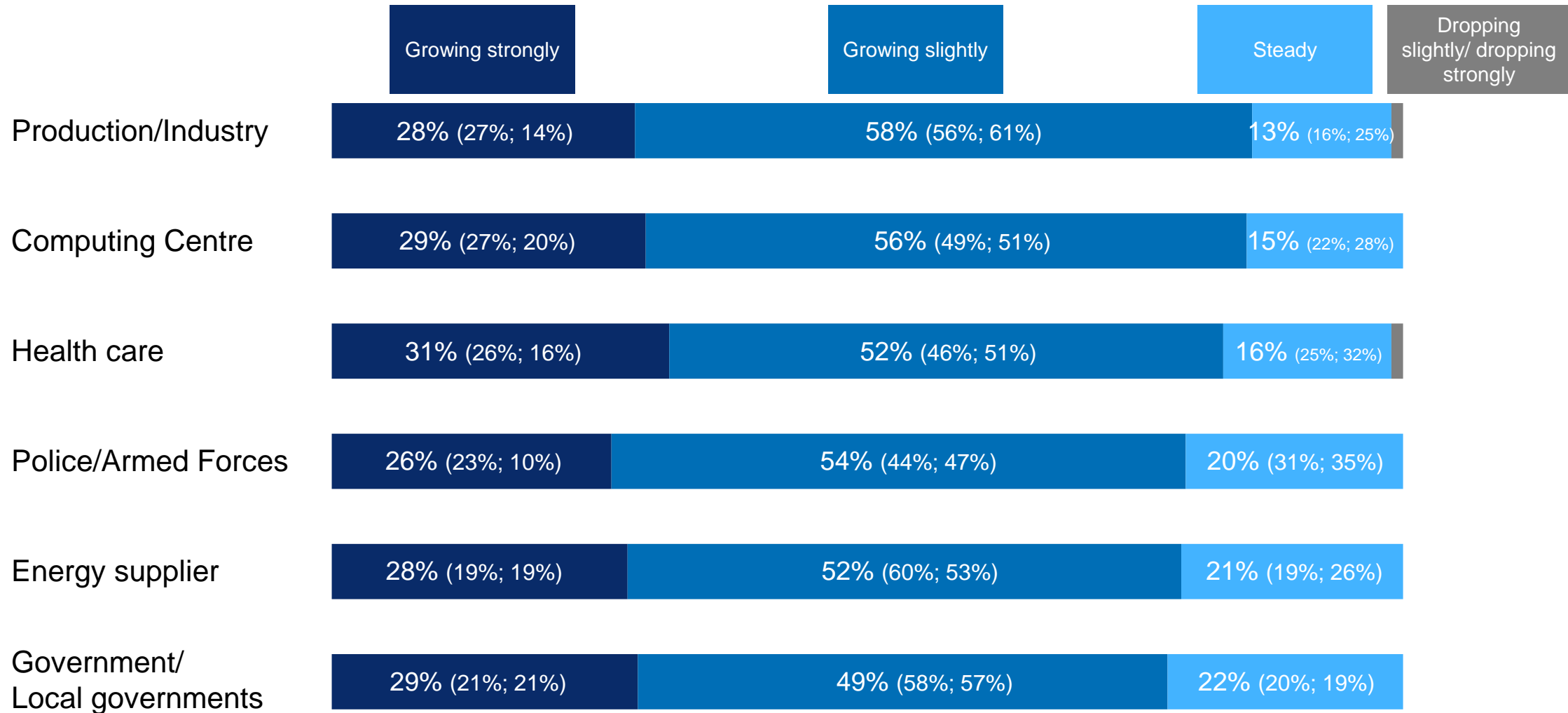
The employee number ...



Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 63 (repeat exhibitors who gave an assessment)

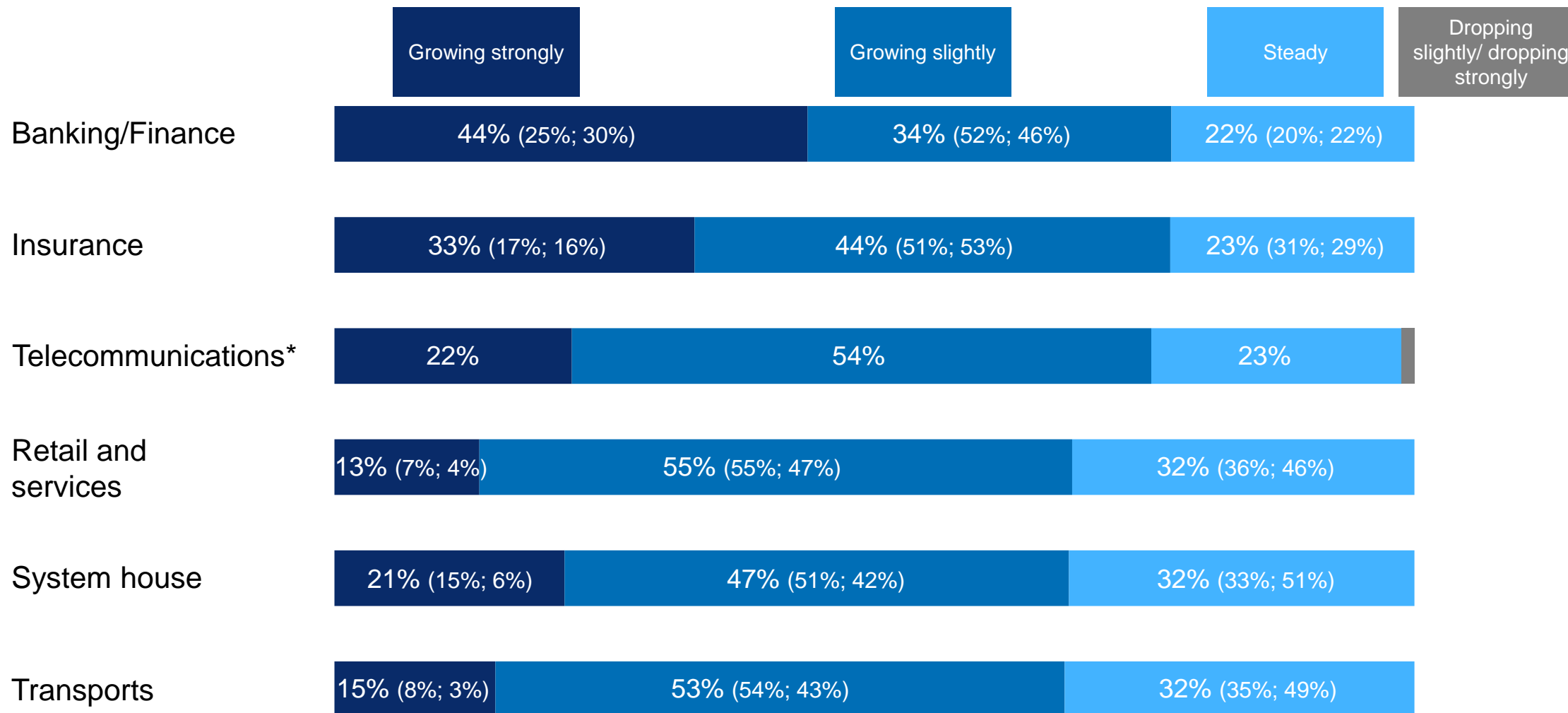
How do you assess the current demand situation for IT security products and services for the following customer groups?



Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 69 (all respondents who gave an assessment) - in brackets the results from 2016; 2015

How do you assess the current demand situation for IT security products and services for the following customer groups?

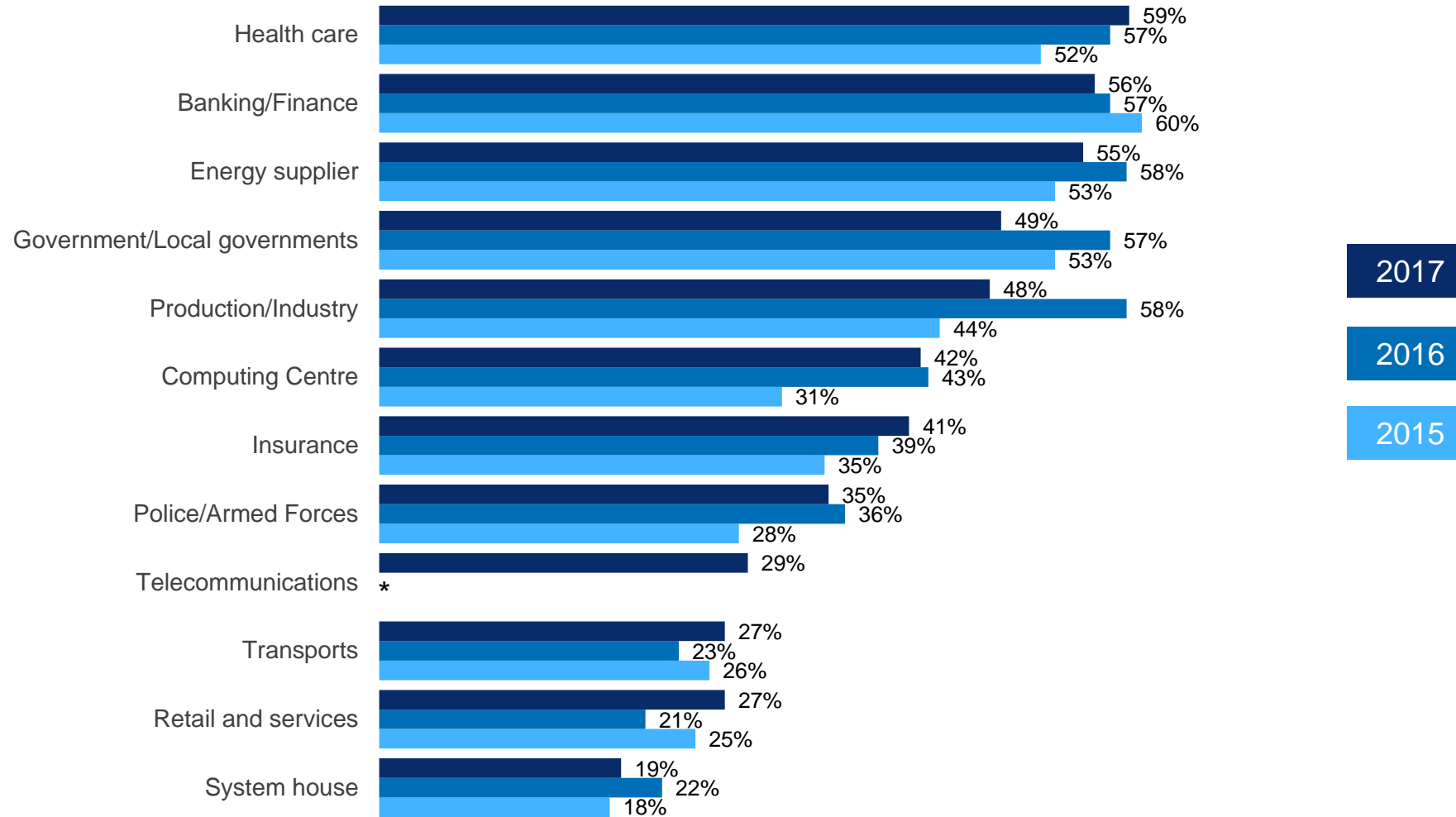


Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 69 (all respondents who gave an assessment) - in brackets the results from 2016; 2015

* = was not queried in 2015/2016

For which customer groups do you see an increase in the demand for IT security products and services in the future?

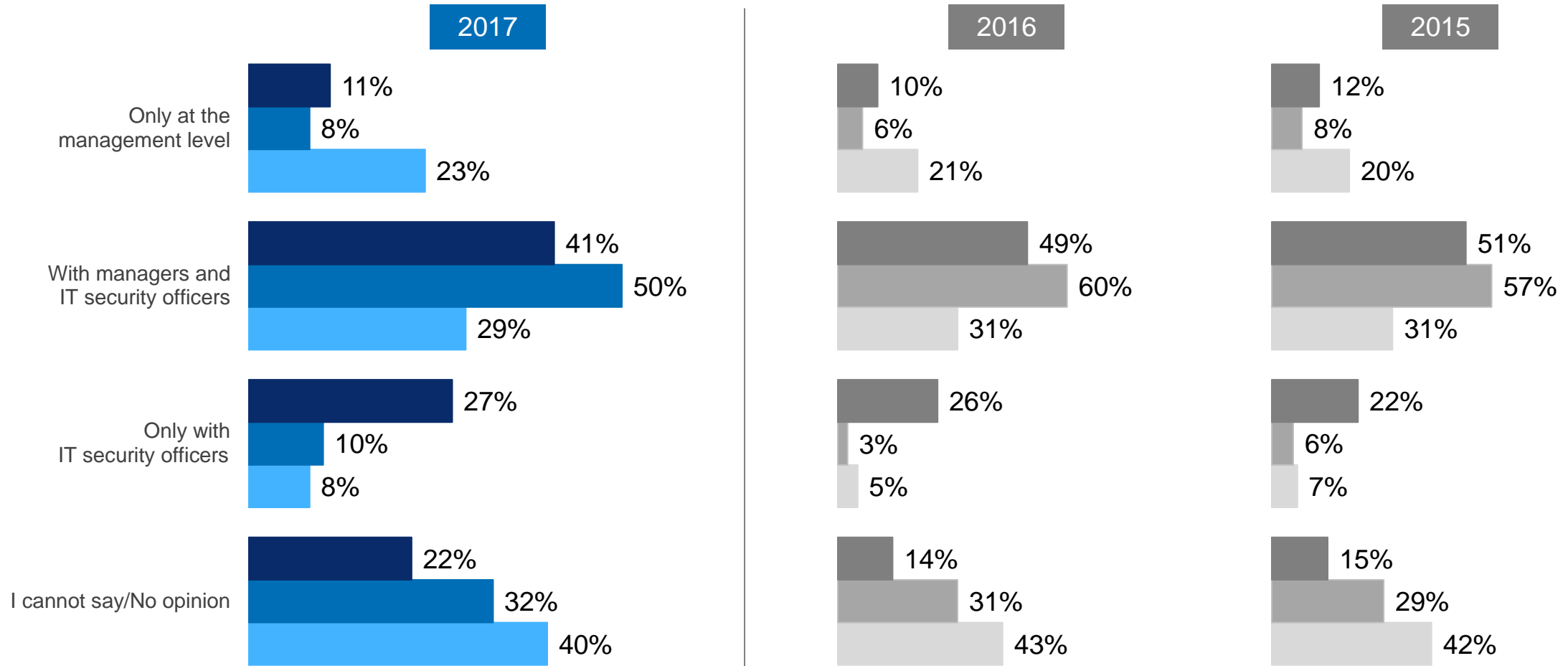


Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 111 (all respondents; multiple answers possible)

* = was not queried in 2015/2016

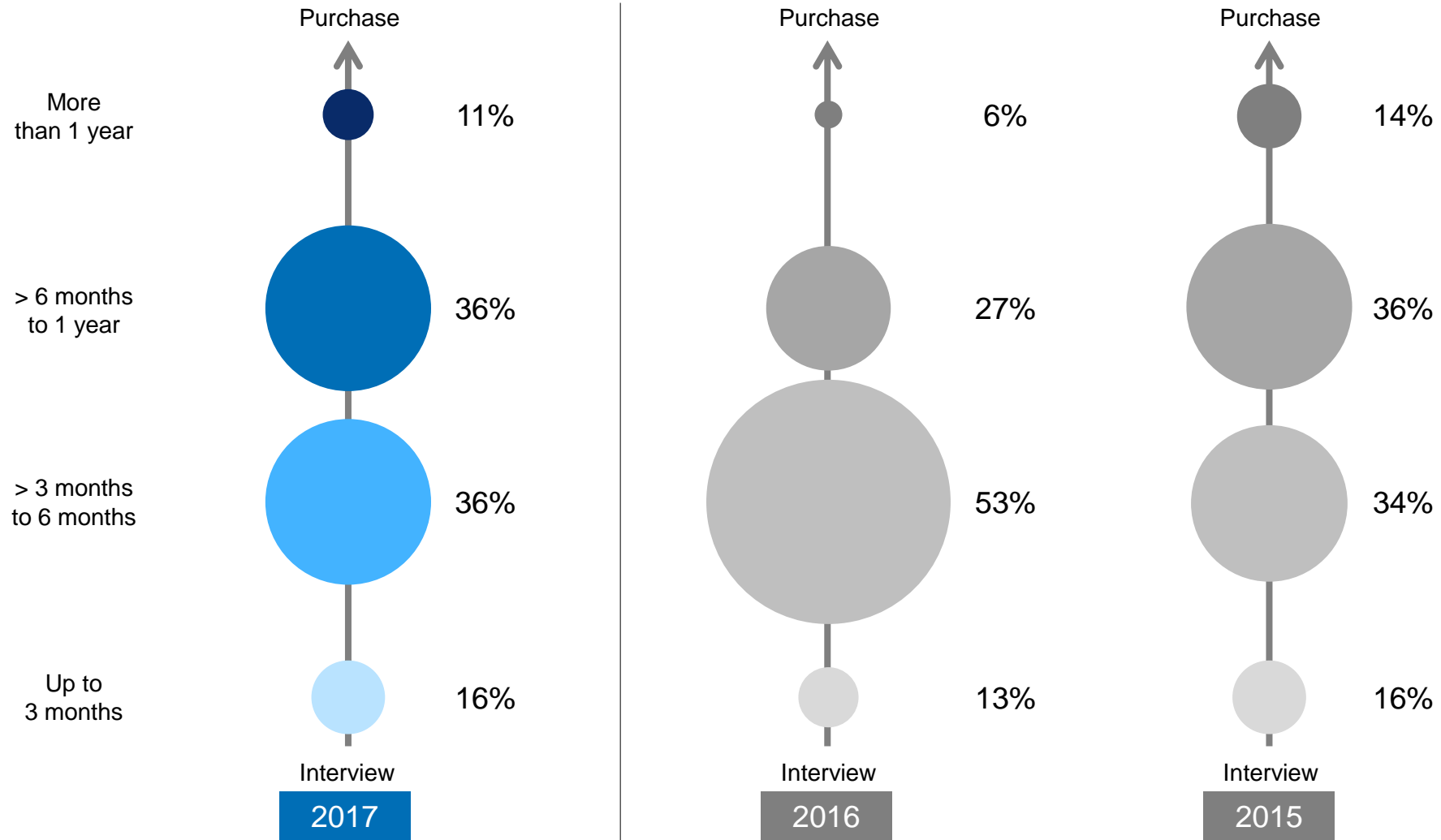
With whom do you usually conduct a consulting interview at your customers'?



Company size of customers :
■ > 250 employees
■ 51-250 employees
■ Up to 50 employees

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 Field time: 3 weeks / base: 111 (all respondents)

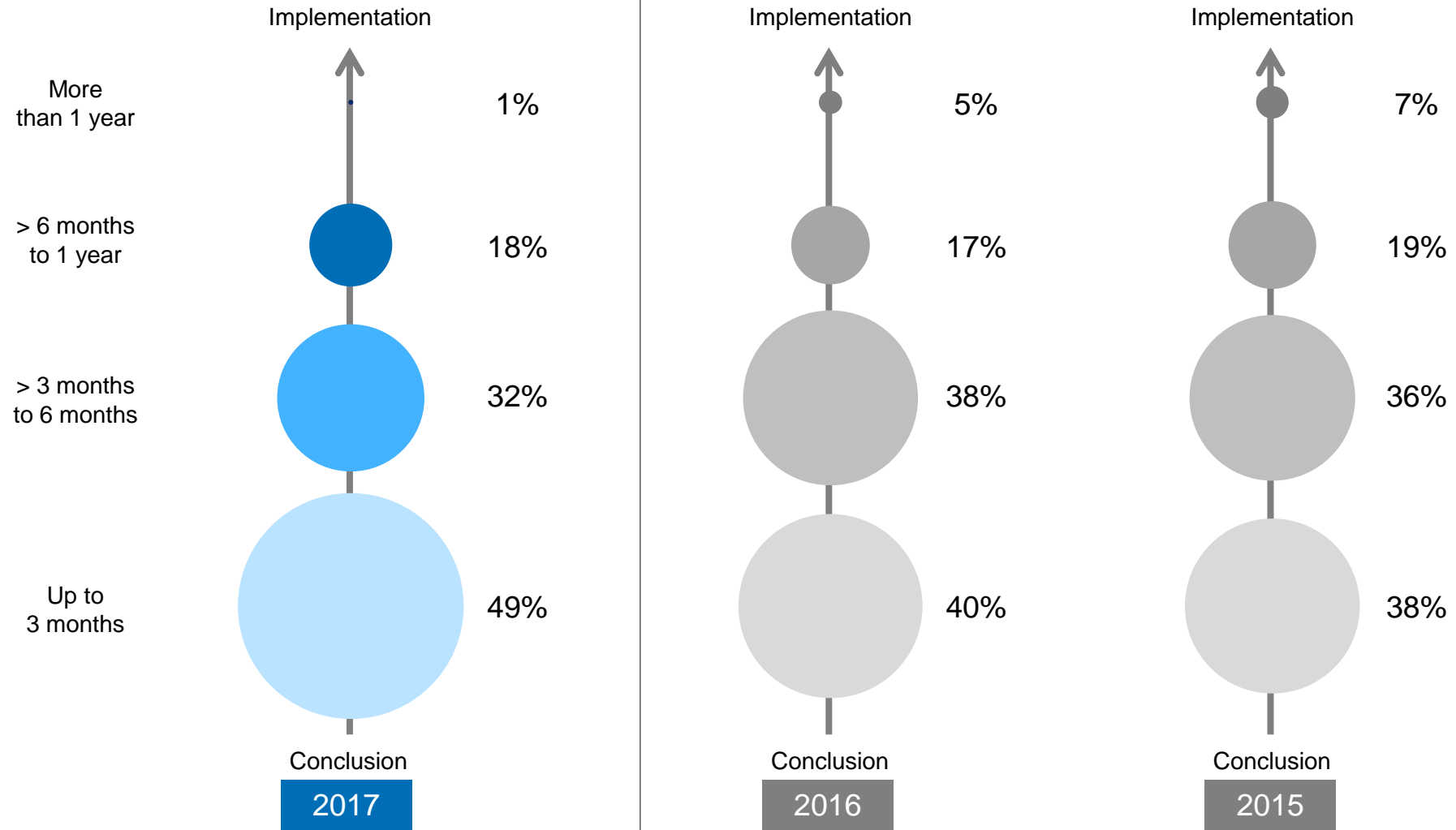
How long is the period of time from the first consulting interview until your customers make a purchasing decision?



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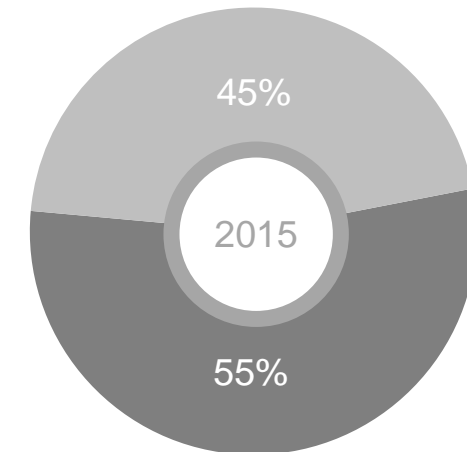
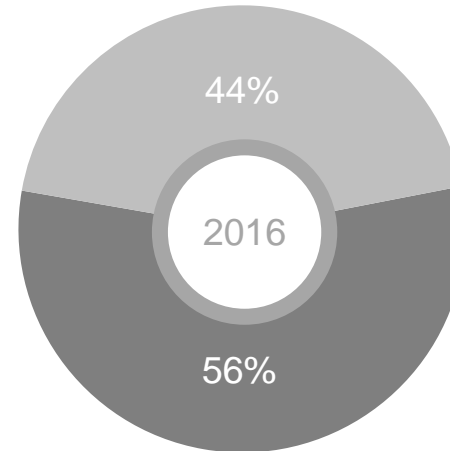
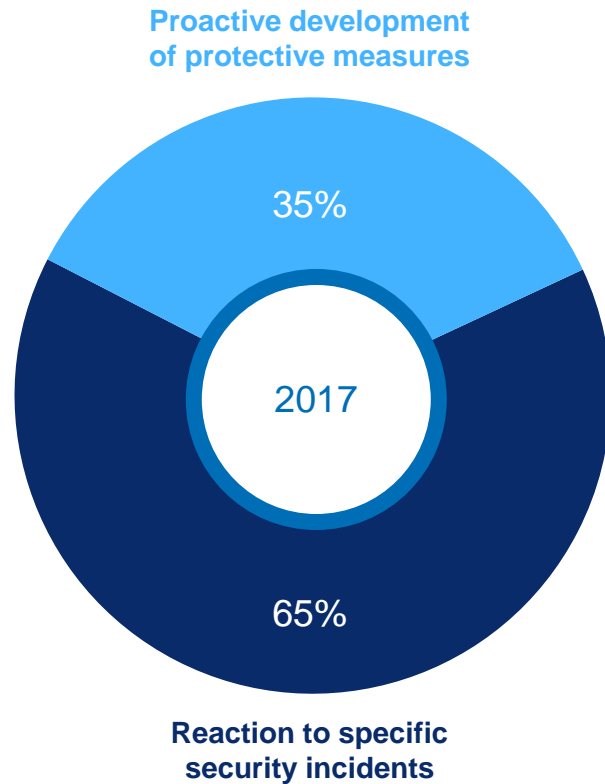
Field time: 3 weeks / base: 110 (all respondents who made a statement)

How long does it subsequently take on average from conclusion of the contract to complete implementation of the project for your customers?



Contacted exhibitors: 533 (date 08.08.2017)
Field time: 3 weeks / base: 110 (all respondents who made a statement)

Which of the following factors do you think plays the more important role in the decision to invest in IT security?

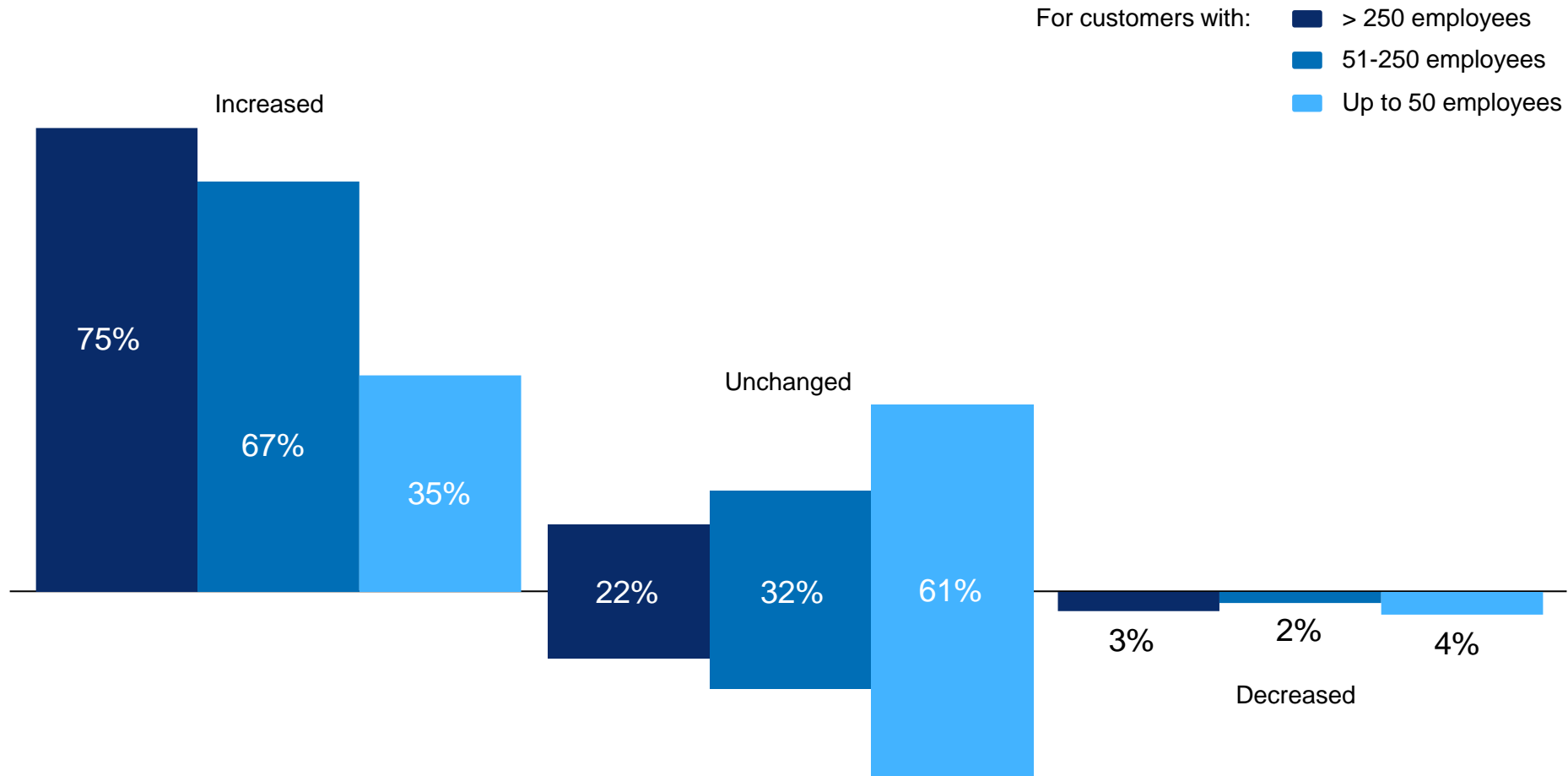


Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 110 (all respondents who made a statement)

How have the budgets for IT security tasks for 2017 changed in comparison to 2016 for your customers?*

The budgets are ...



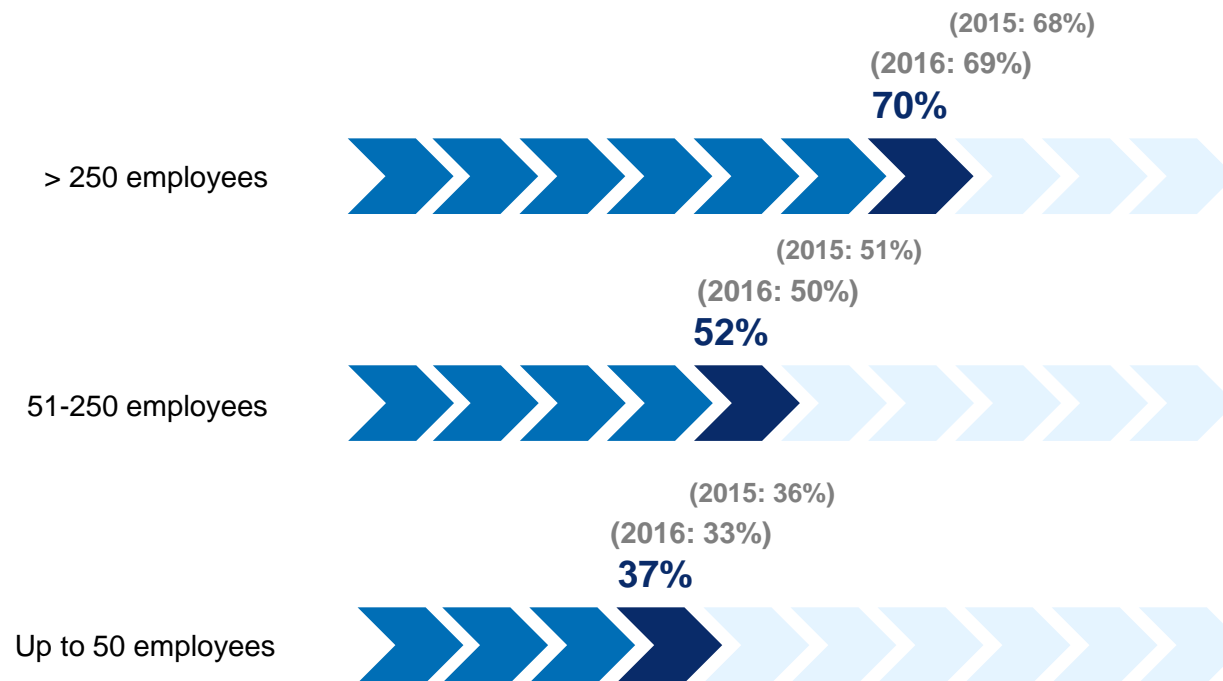
Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 54 (all respondents who made a statement)

* = was not queried in 2015/2016

Roughly how high is the share of your customers who pursue a systematic IT security concept?

Company size of customers:

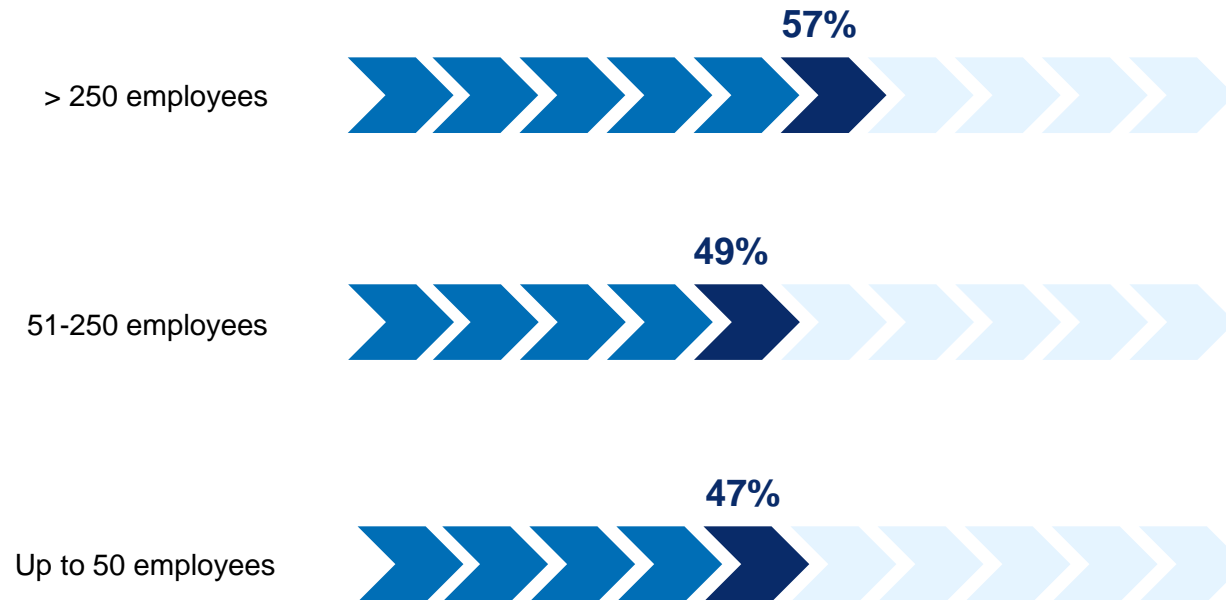


Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 62/53/51 (all respondents who gave an assessment)

How large is the share of your customers approximately who arrange the control of IT security as an internal area of responsibility within the management?*

Company size of customers:



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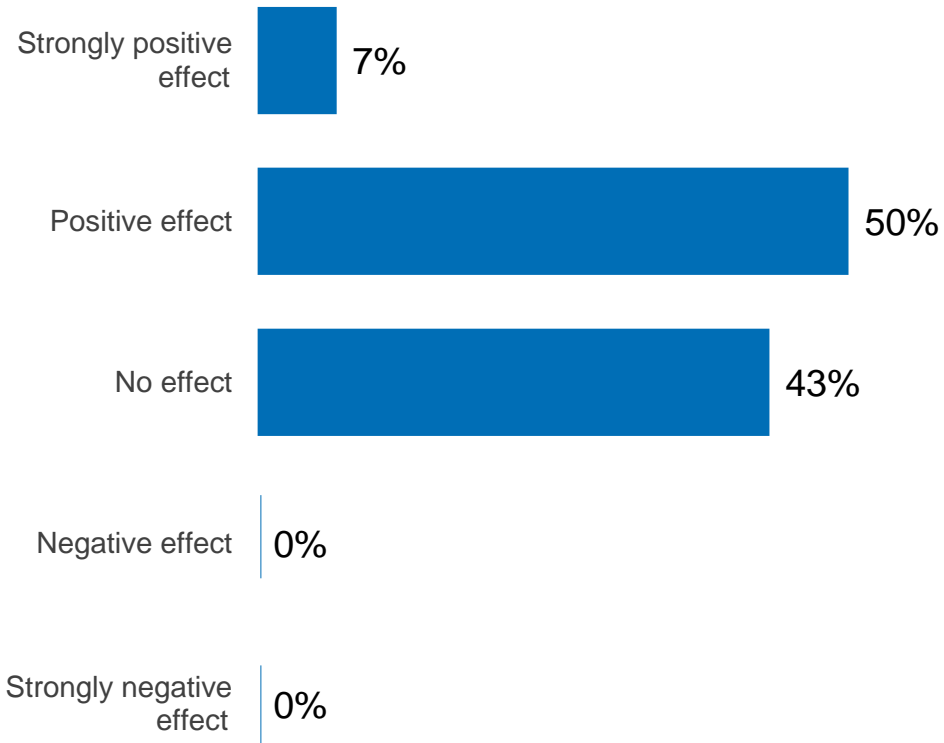
Field time: 3 weeks / base: 55/49/48 (all respondents who gave an assessment)

* = was not queried in 2015/2016

Effects due to the passing of the IT Security Act in July 2015*

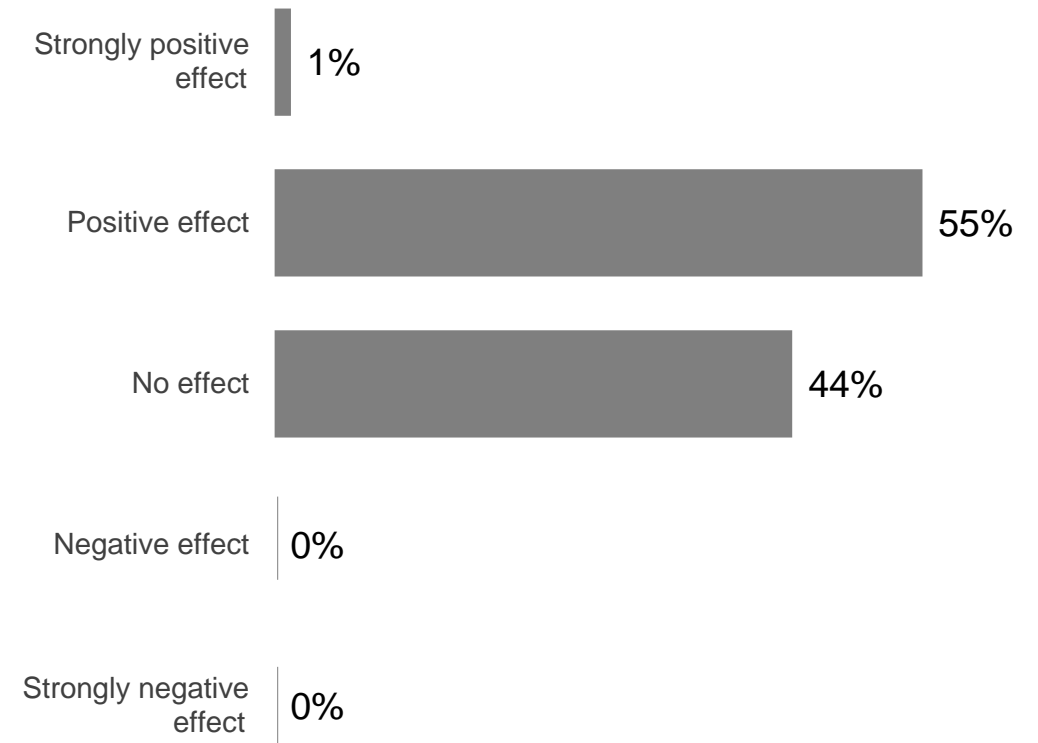
2017 Actual effects on business

In July 2015 the new IT security law came into force:
What effect has the passing of the IT security law had on your business so far?



2016 Actual effects on business

In July 2015 the new IT security law came into force:
What effect has the passing of the IT security law had on your business so far?

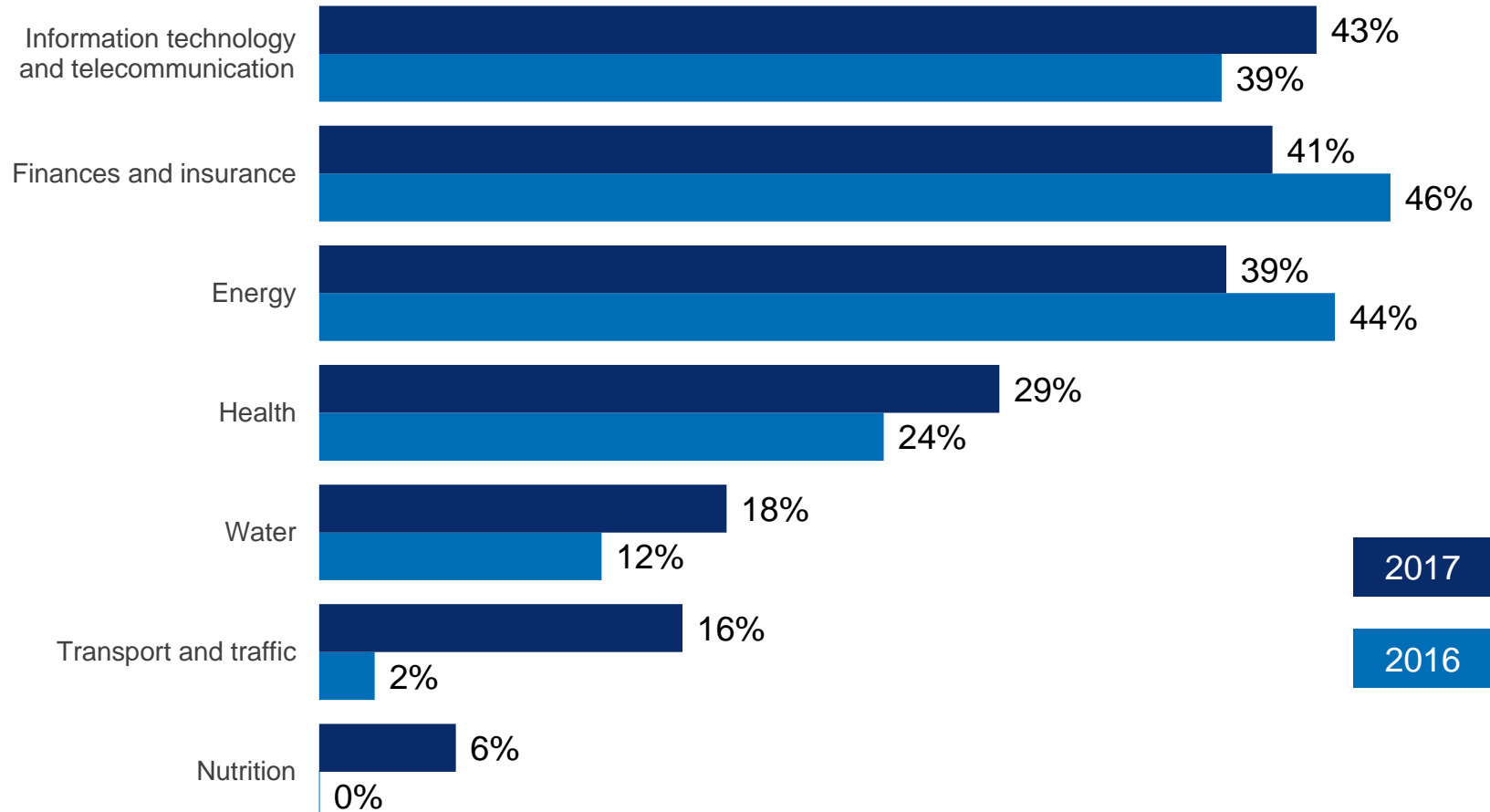


Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 90 (all respondents who gave an assessment)

* = was asked in 2015 differently

In which economic sectors have you experienced the largest increase in demand since the passing of the IT security law?*

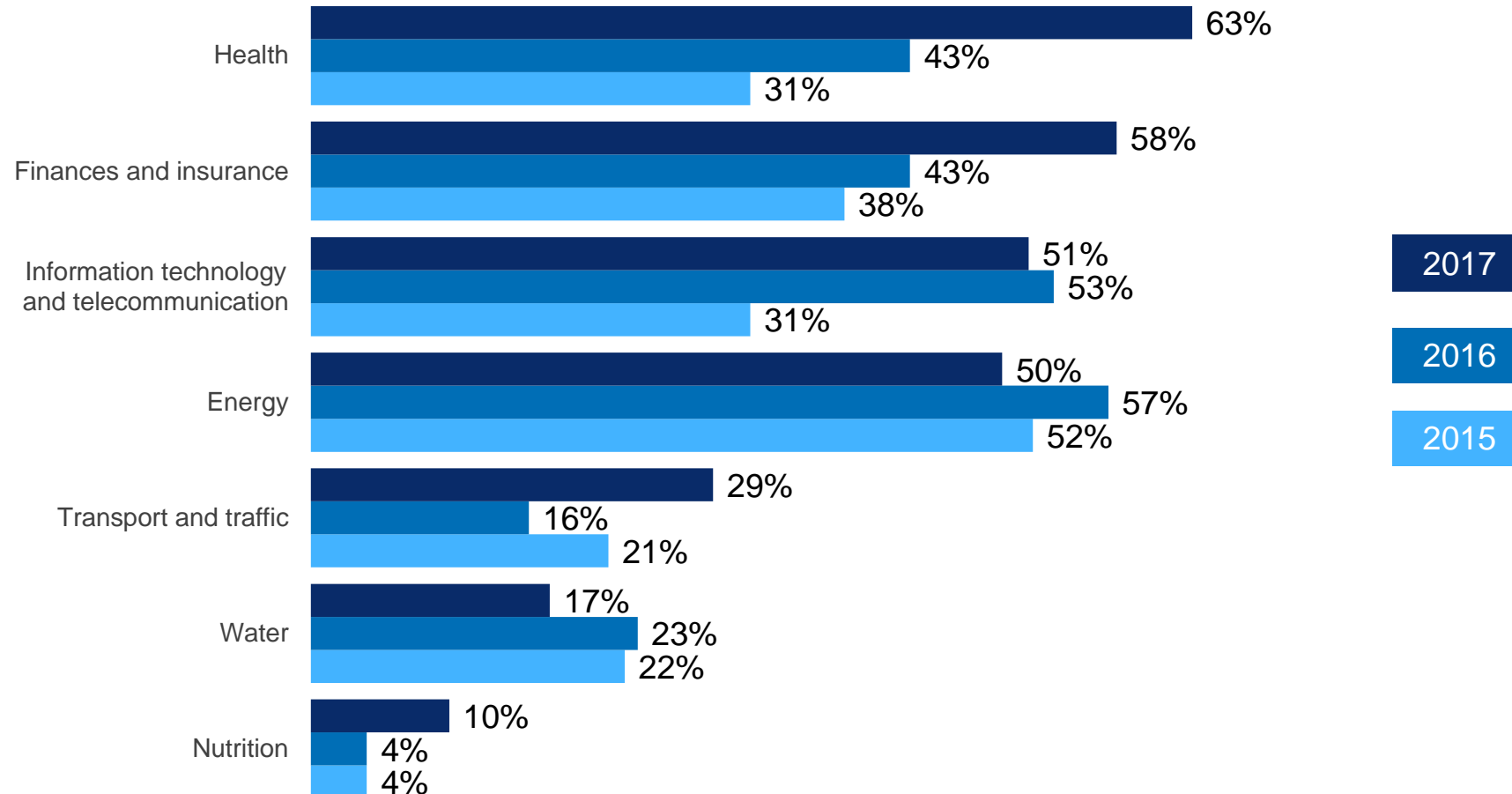


Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 51 (respondents who felt a (strong) positive effect as a result of the act; multiple answers possible)

* = was not queried in 2015

In which economic sectors do you expect to see the largest increase in demand as a result of the IT security law?



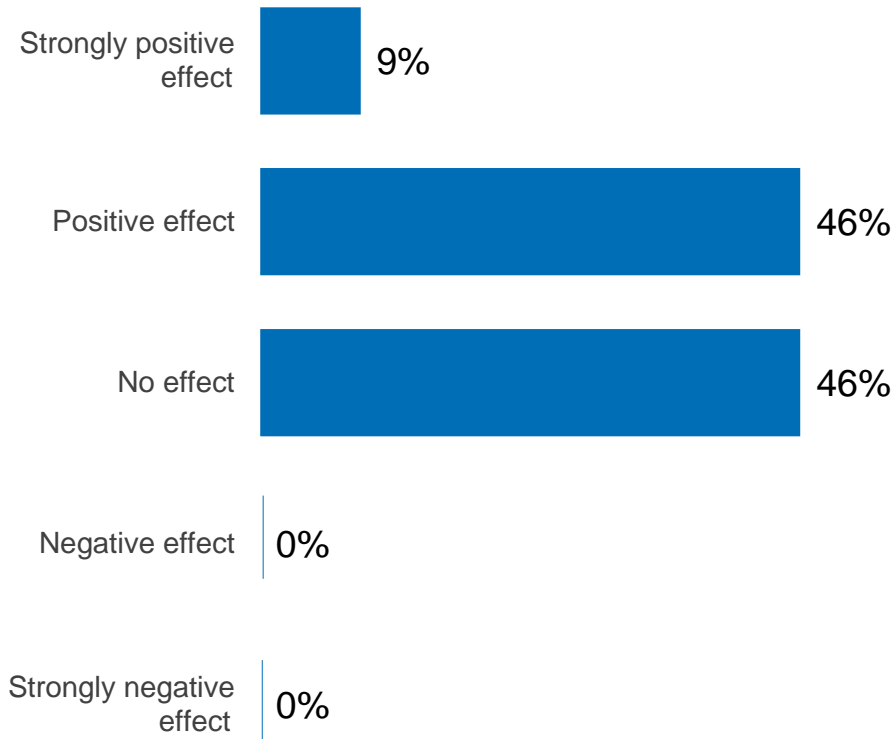
Contacted exhibitors: 533 (date 08.08.2017)

Field time: 3 weeks / base: 111 (all respondents; multiple answers possible)

Effects of the adoption of the EU General Data Protection Regulation

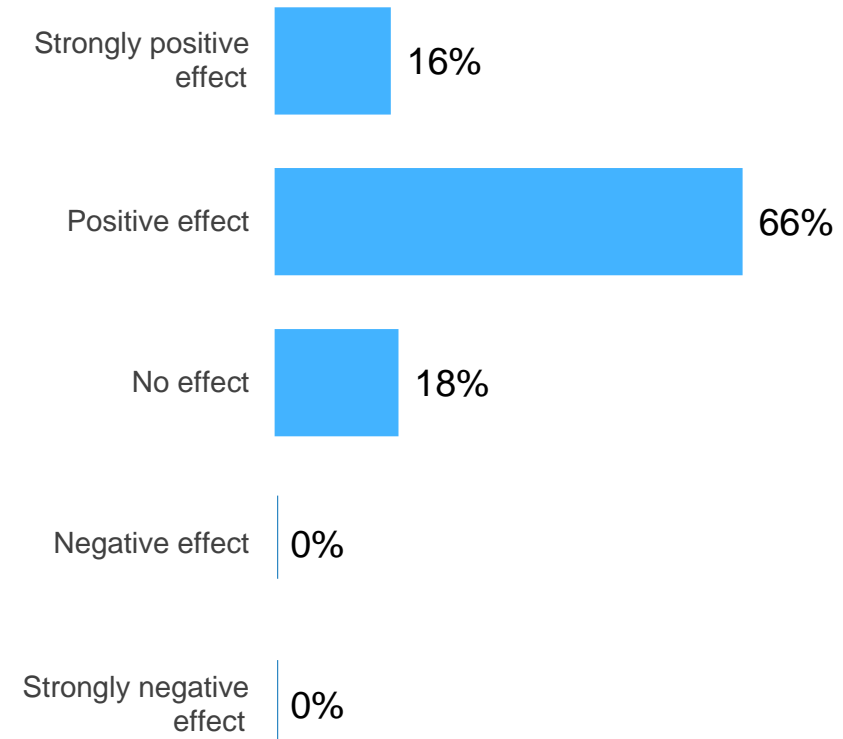
2017 Current effects on the business

What effects has the adoption of the General Regulation had on your business **since October 2016**?



2017 Expected effects on the business

What effects do you expect for your business in the **coming year** due to the EU General Data Protection Regulation?



Contacted exhibitors: 533 (date 08.08.2017)
Field time: 3 weeks / base: 94/97 (all respondents who gave an assessment)

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