



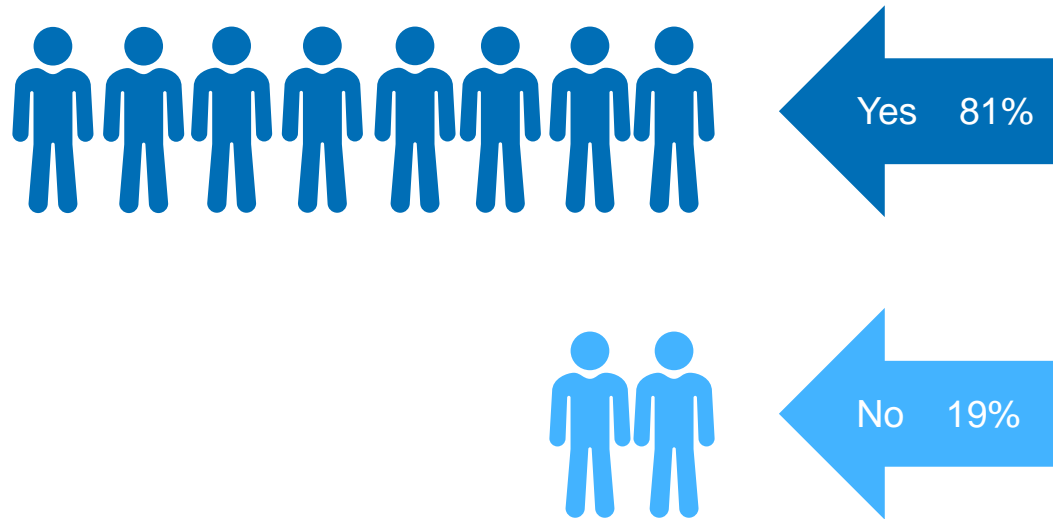
itsa 2018

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

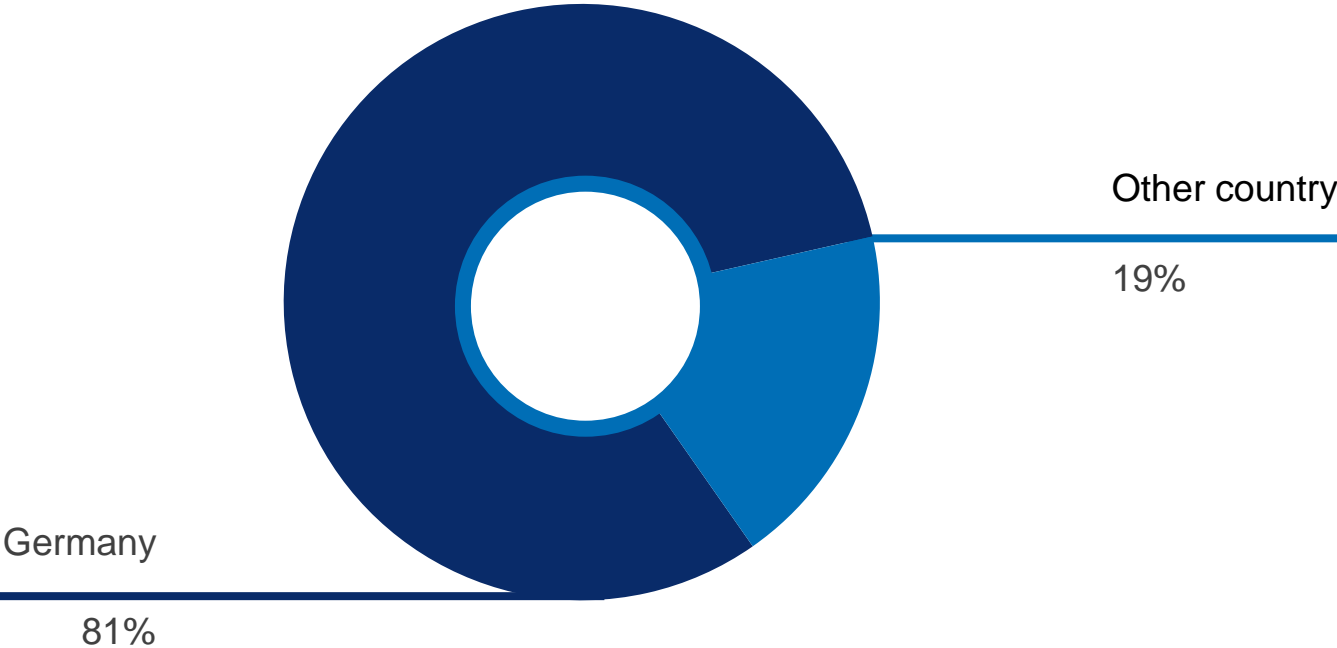
Nürnberg, Germany
9.–11.10.2018

Trend barometer
Online exhibitor survey

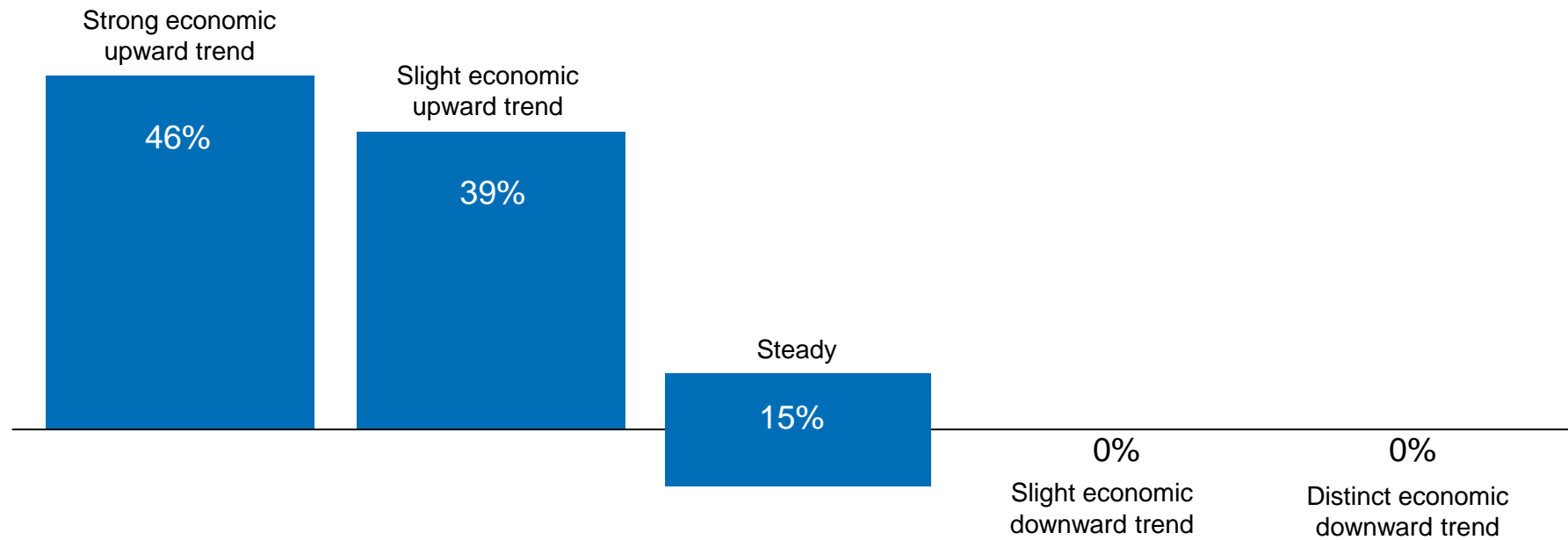
Did your company participate as an exhibitor in the it-sa 2017?



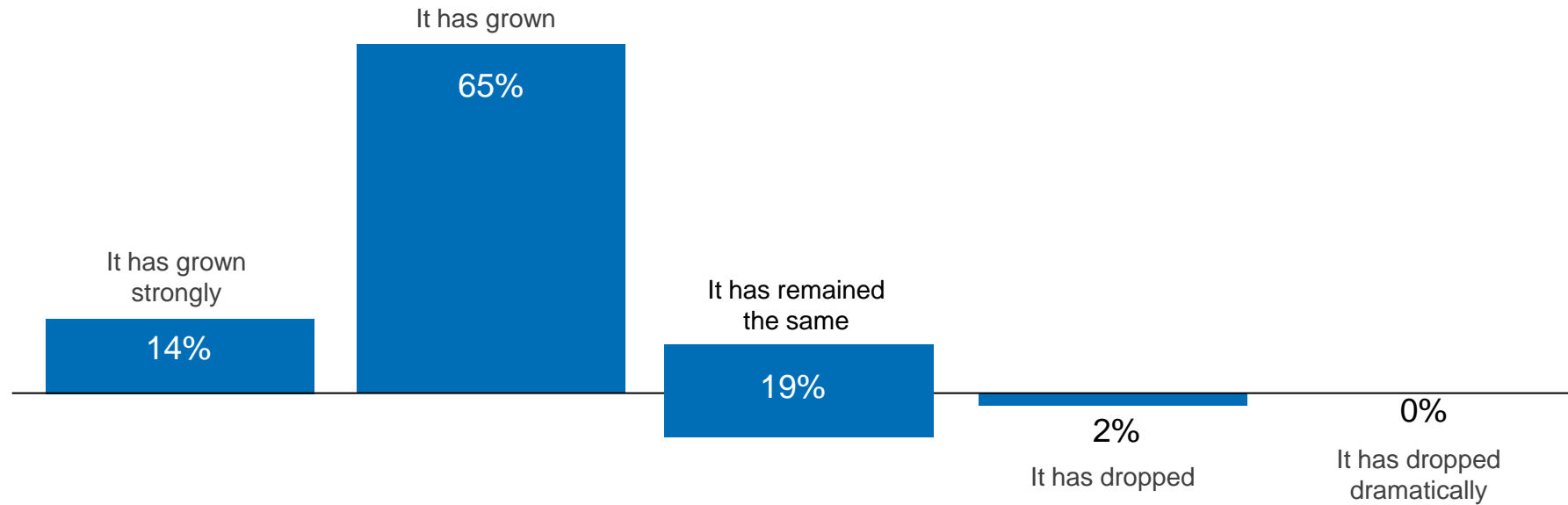
Is your company from Germany or from another country?



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

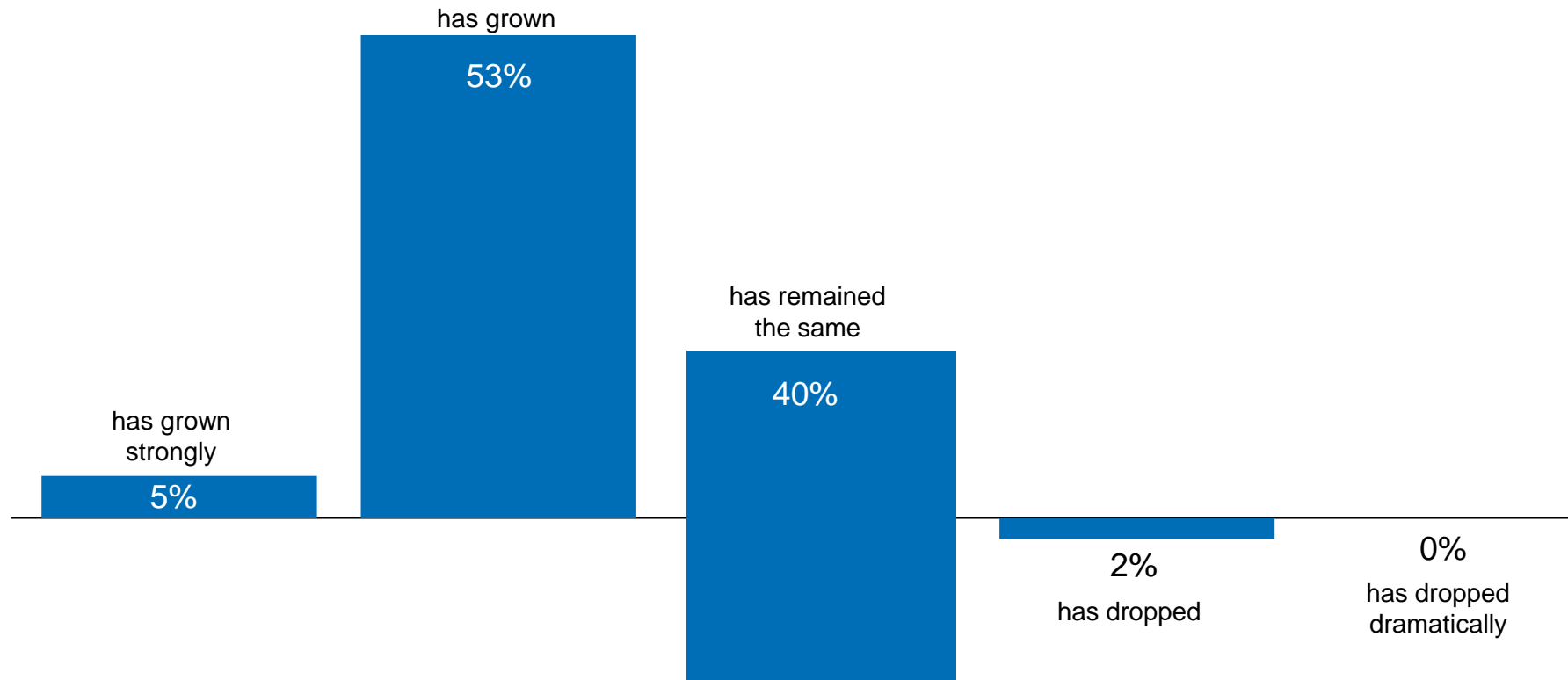


How has your turnover volume developed in the IT security area in your company since it-sa 2017?



How has the employment situation in the area of IT security in your company developed since it-sa 2017?

The employee number ...



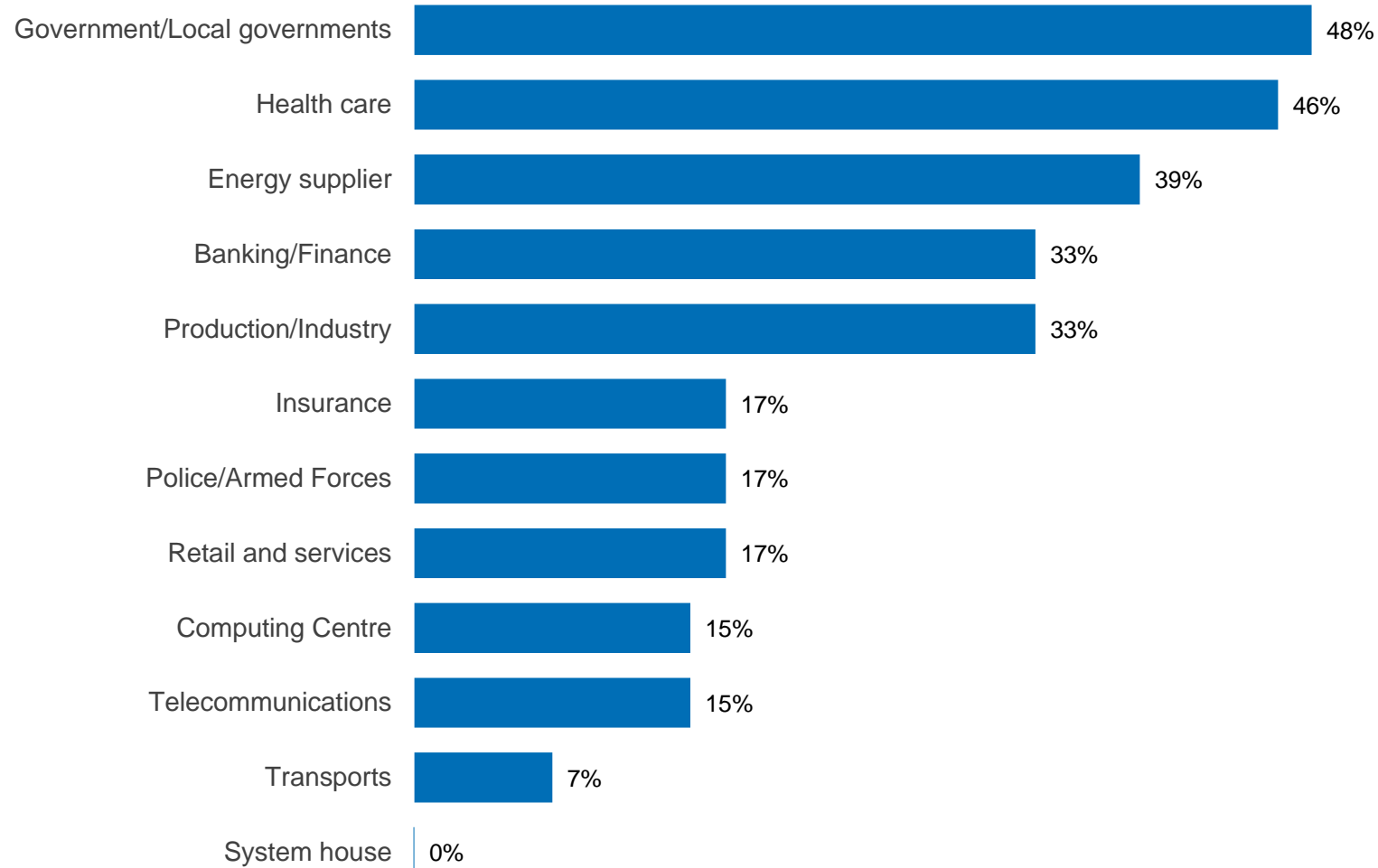
How do you assess the current demand situation for IT security products and services for the following customer groups?



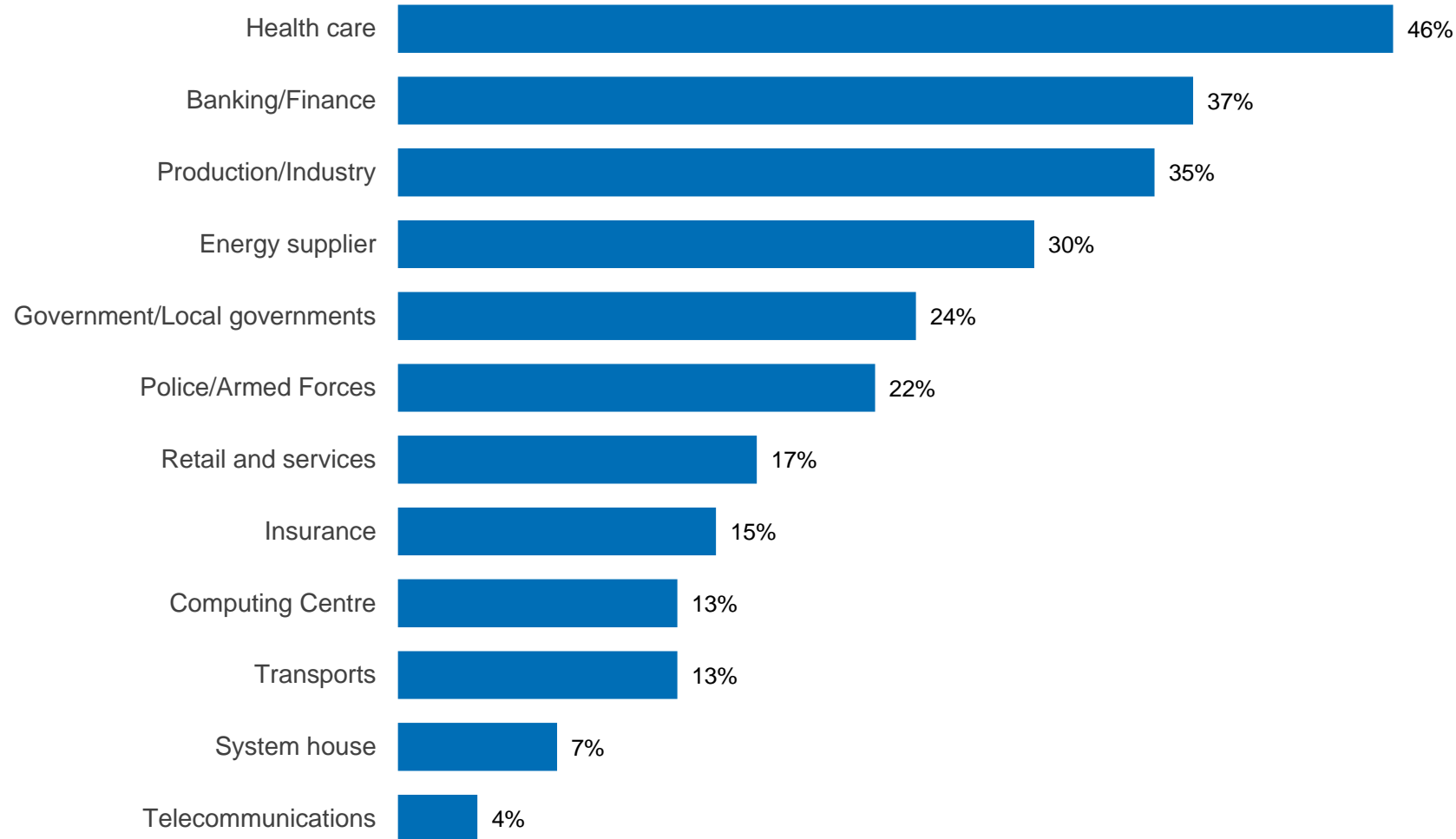
How do you assess the current demand situation for IT security products and services for the following customer groups?



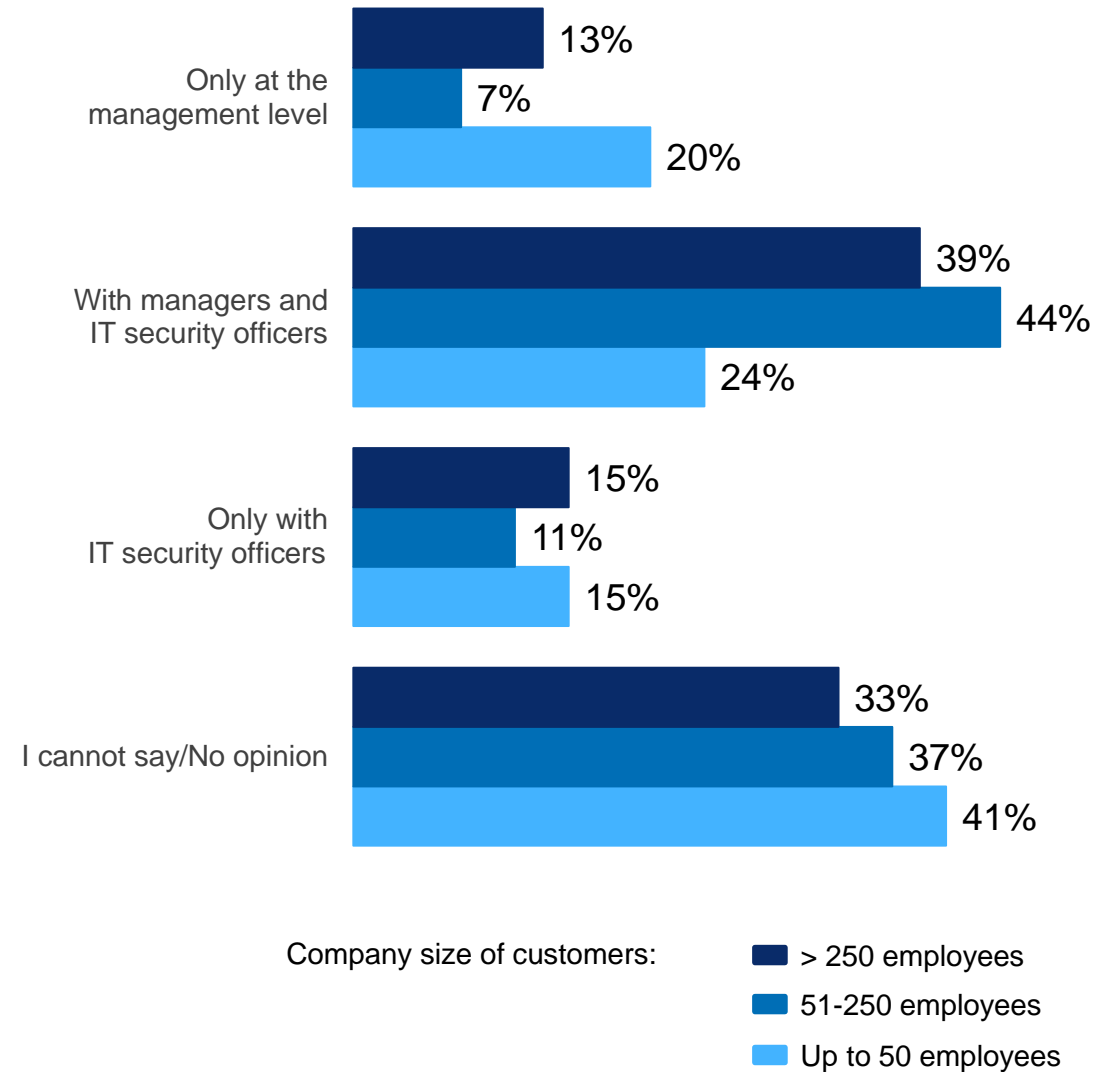
Which customer groups do you think have the highest need for action in the area of IT security?



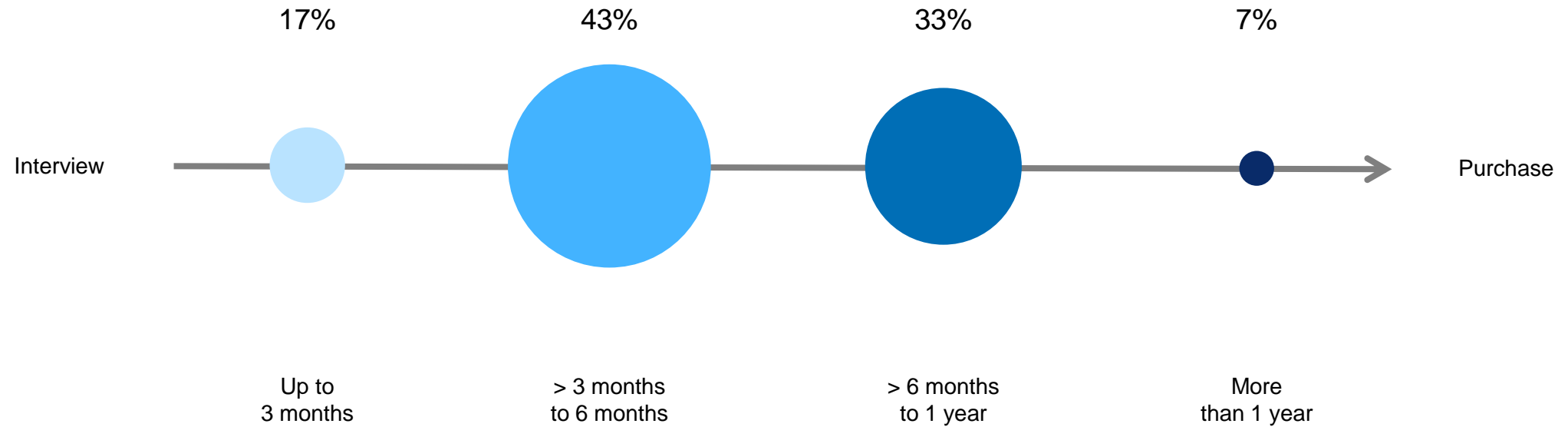
Which customer groups do you think will have the highest increase in demand for IT security products and services in future?



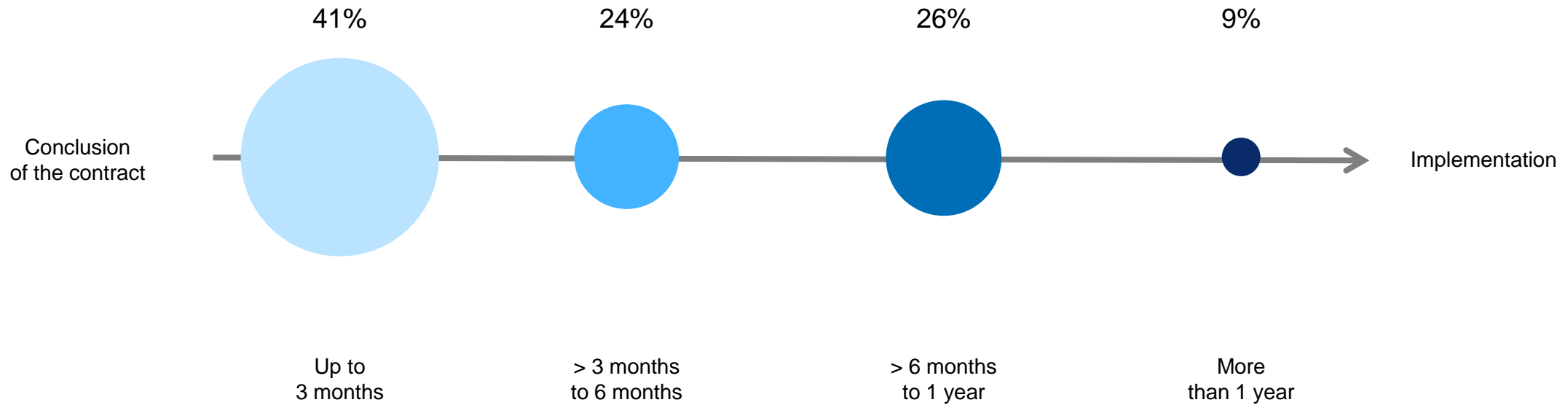
With whom do you usually conduct a consulting interview at your customers'?



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

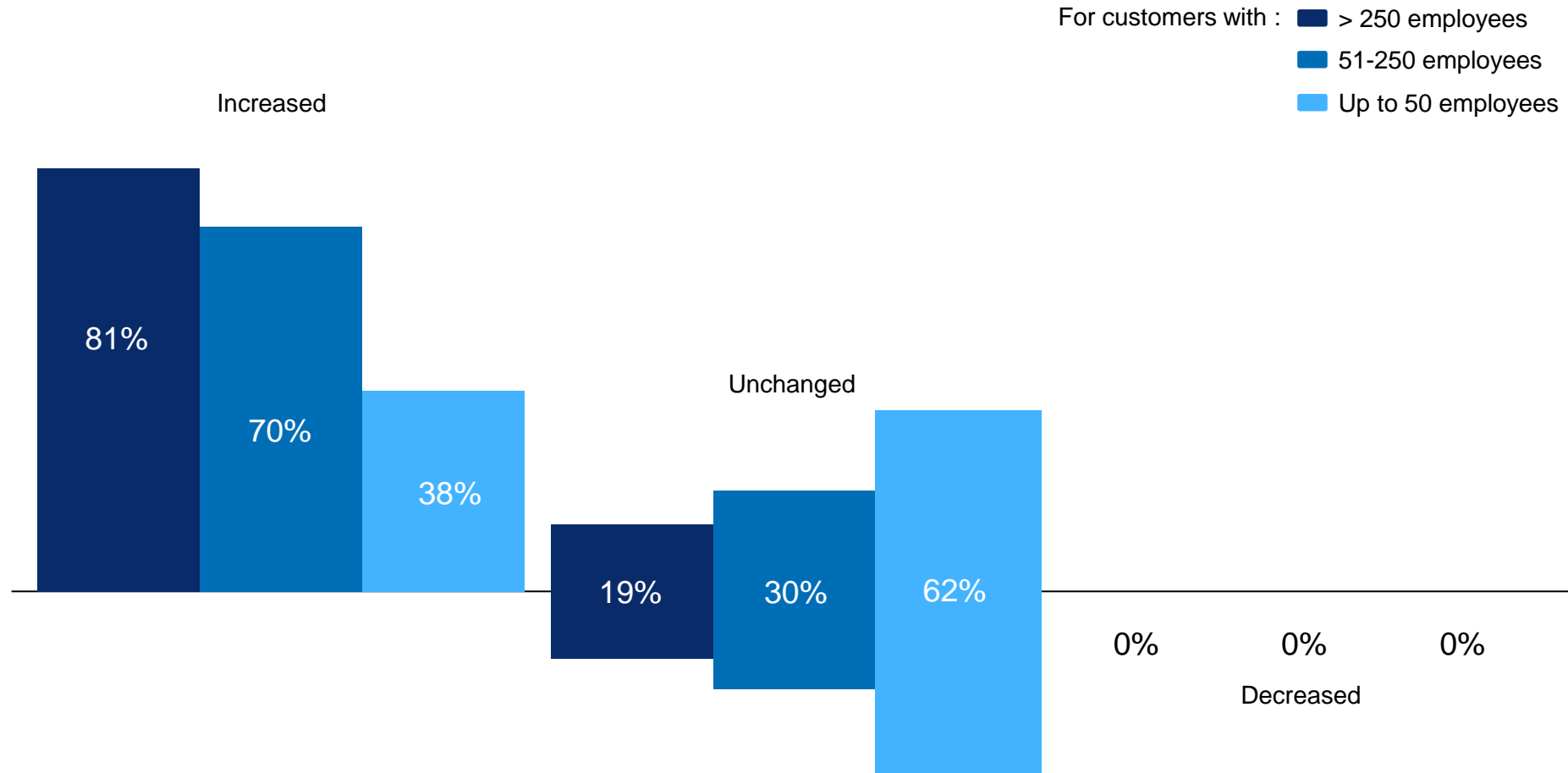


How long does it subsequently take on average from conclusion of the contract to complete implementation of the project for your customers?



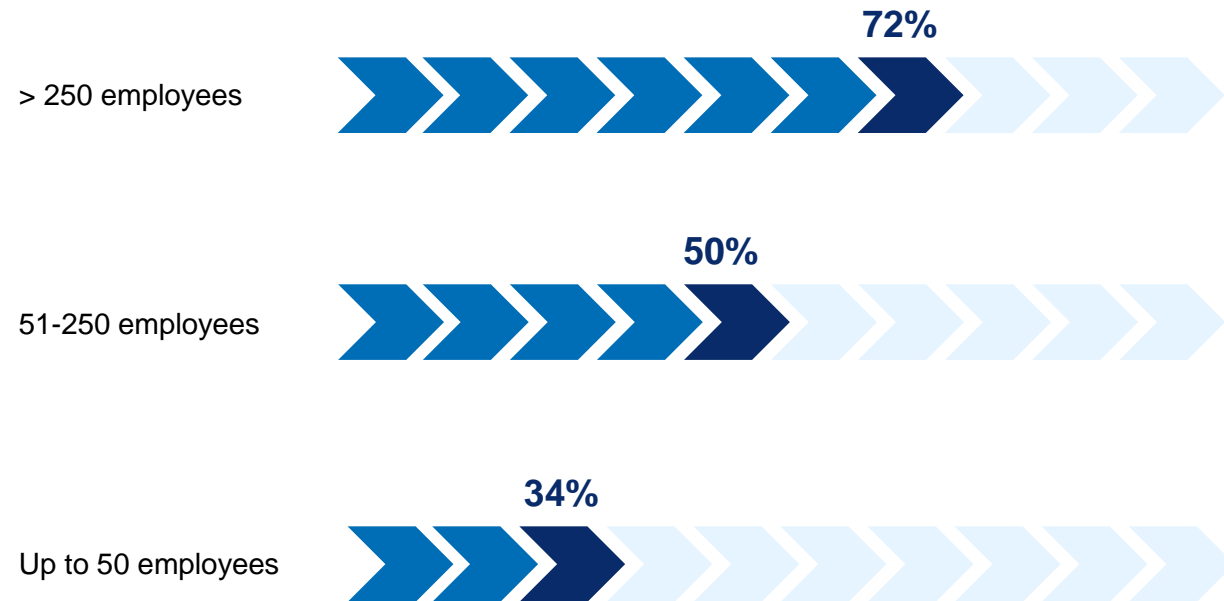
How have the budgets for IT security tasks for 2018 changed in comparison to 2017 for your customers?

The budgets are ...



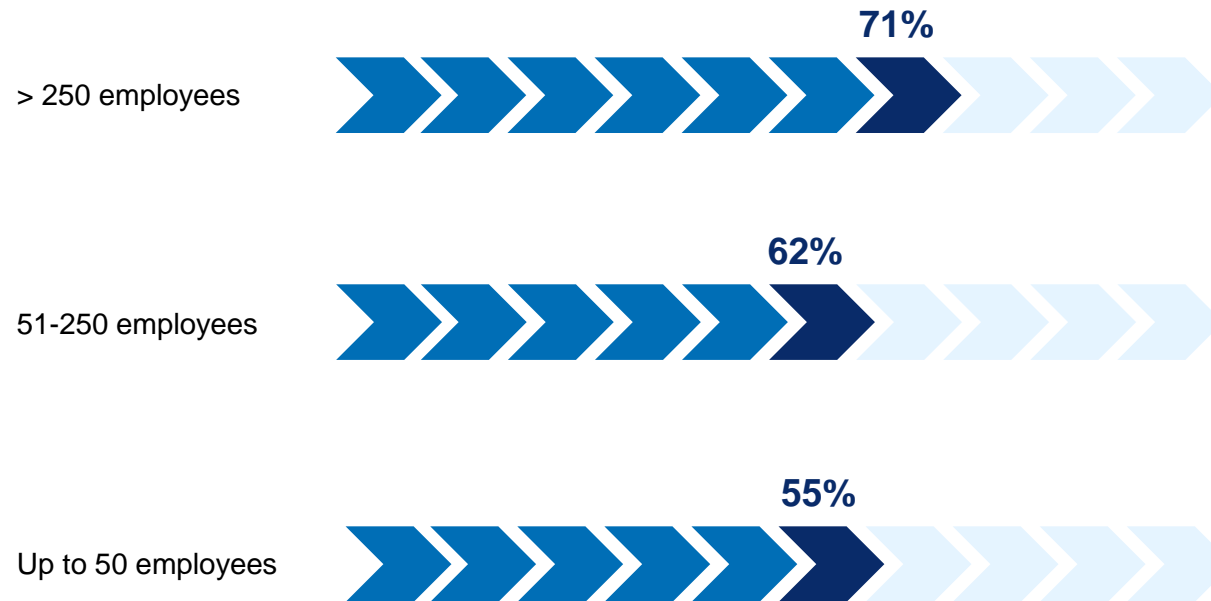
Roughly how high is the share of your customers who pursue a systematic IT security concept?

Company size of customers:



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?

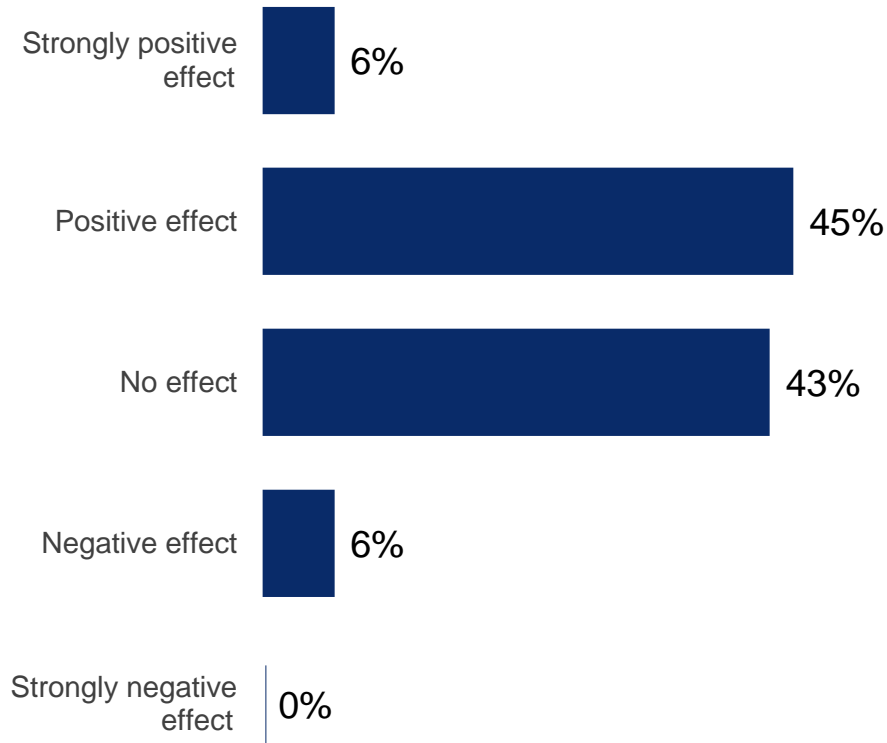
Company size of customers:



Effects due to the passing of the EU General Data Protection Regulation

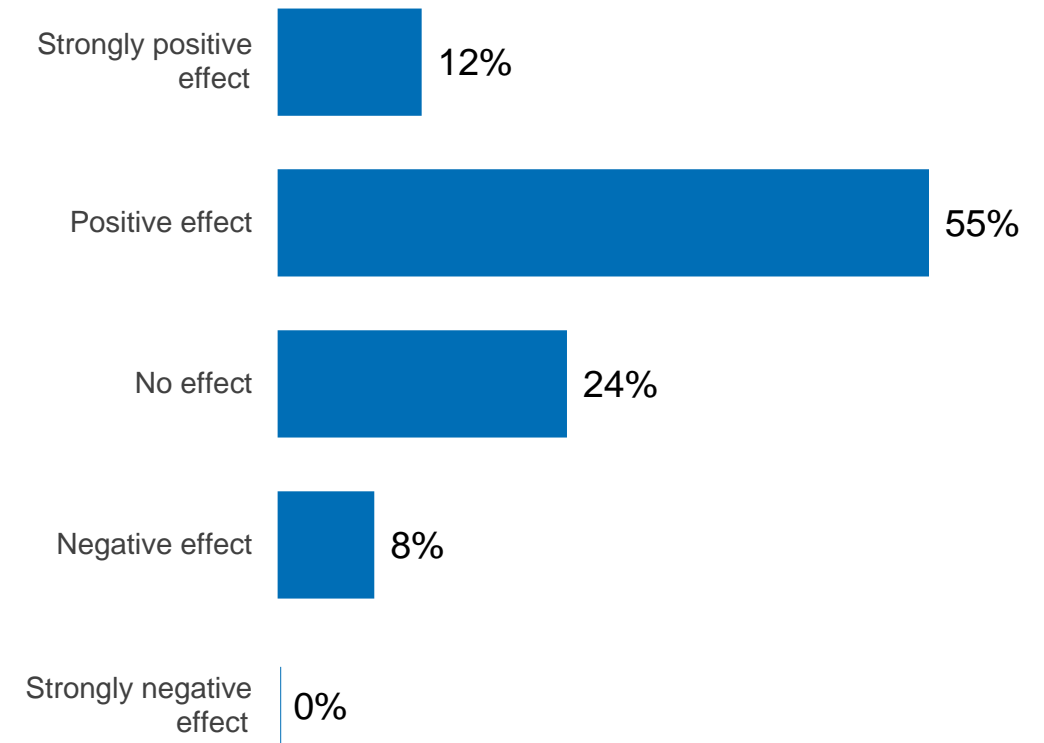
Previous effects

In May 2016, the EU General Data Protection Regulation entered into force. What effects has the adoption of the General Regulation had on your business in the last two years?

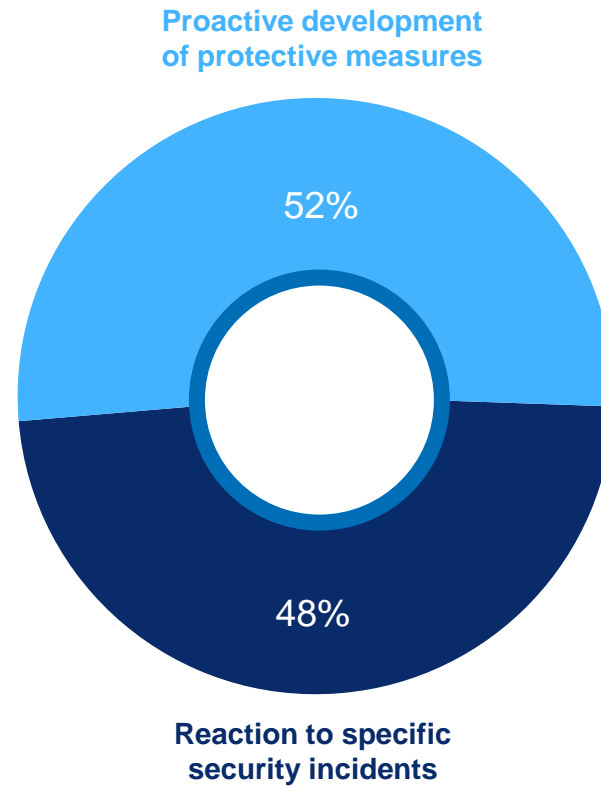


Expected effects

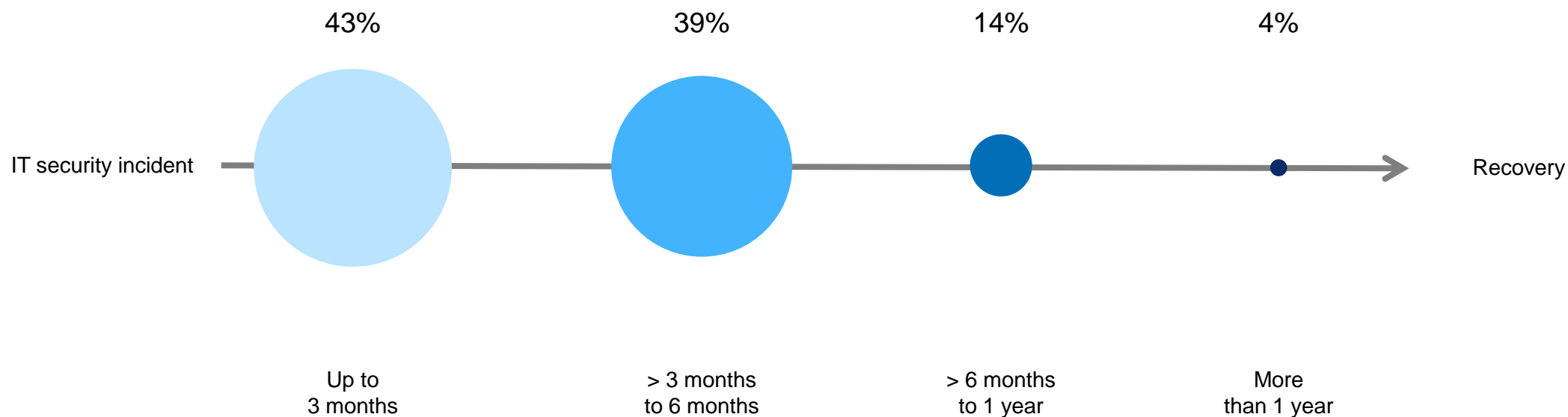
From 25 May 2018, the EU General Data Protection Regulation will be applicable law within the European Union. What effects do you expect for your business due to the EU General Data Protection Regulation by the end of 2018?



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



How long does it take on average to fully recover the IT infrastructure or affected data after an IT security incident at your customers?



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