



it sa 2019

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

Nürnberg, Germany
8. – 10.10.2019

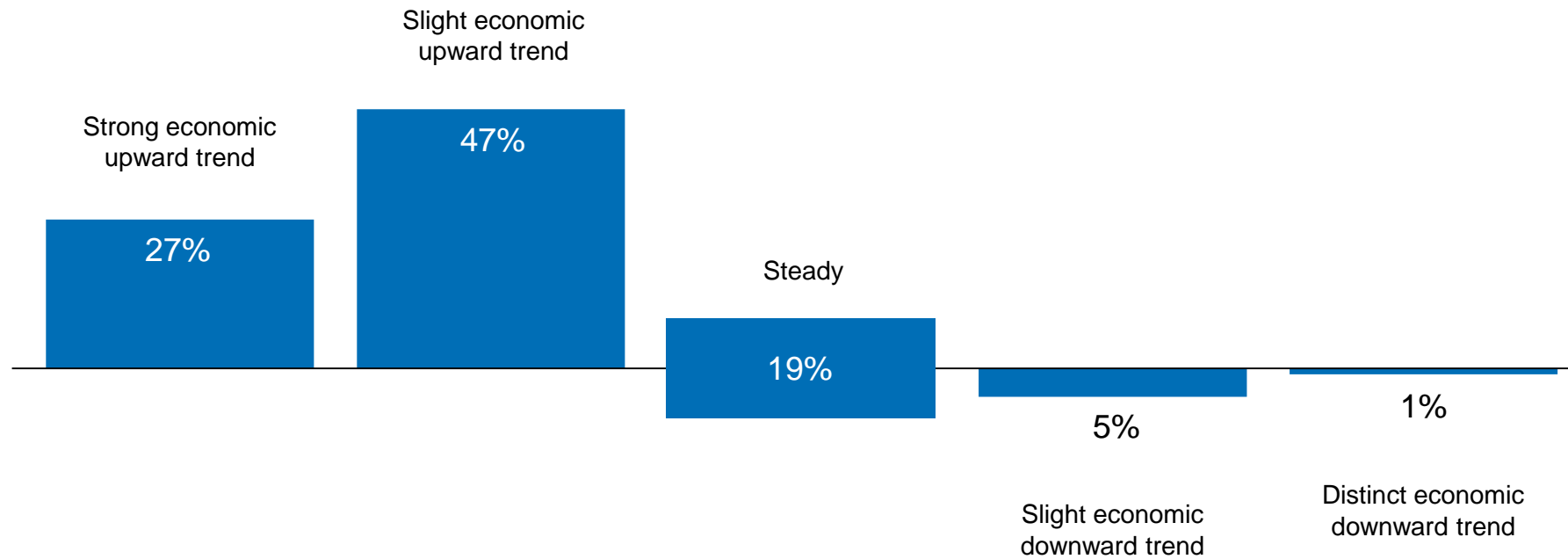
Trends and Forecasts in IT security

Online exhibitor survey on the it-sa 2019

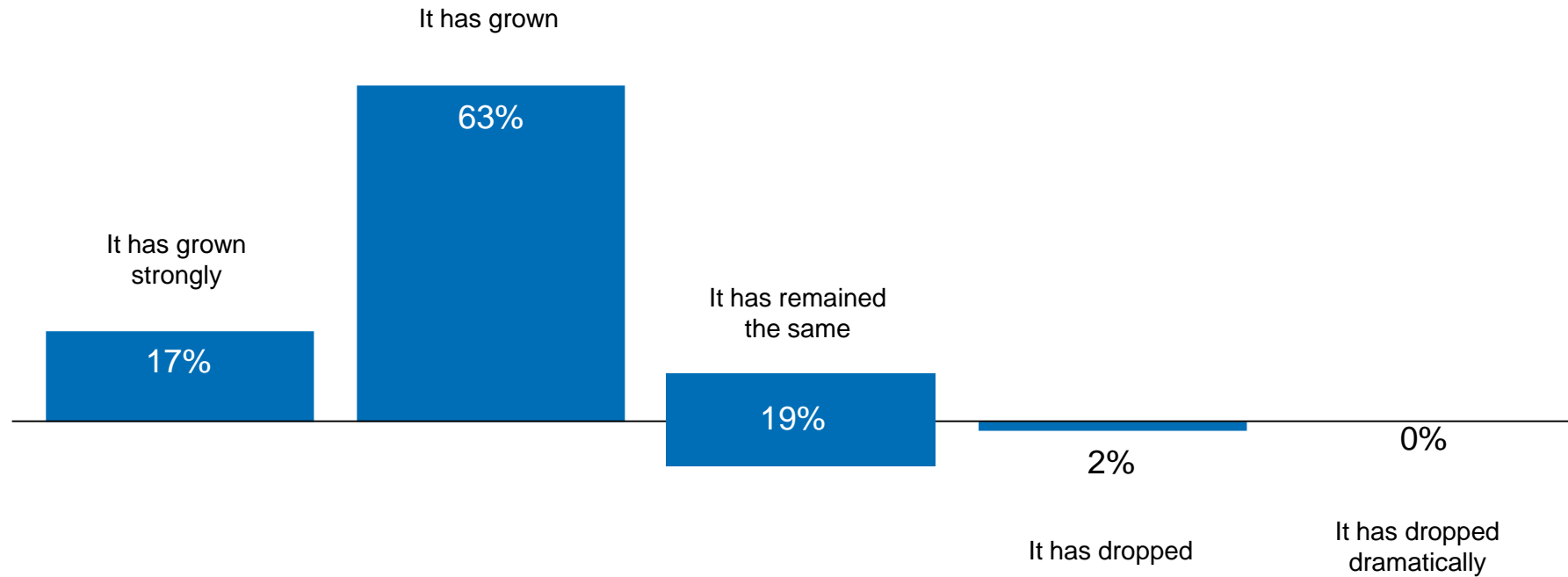


NÜRNBERG MESSE

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

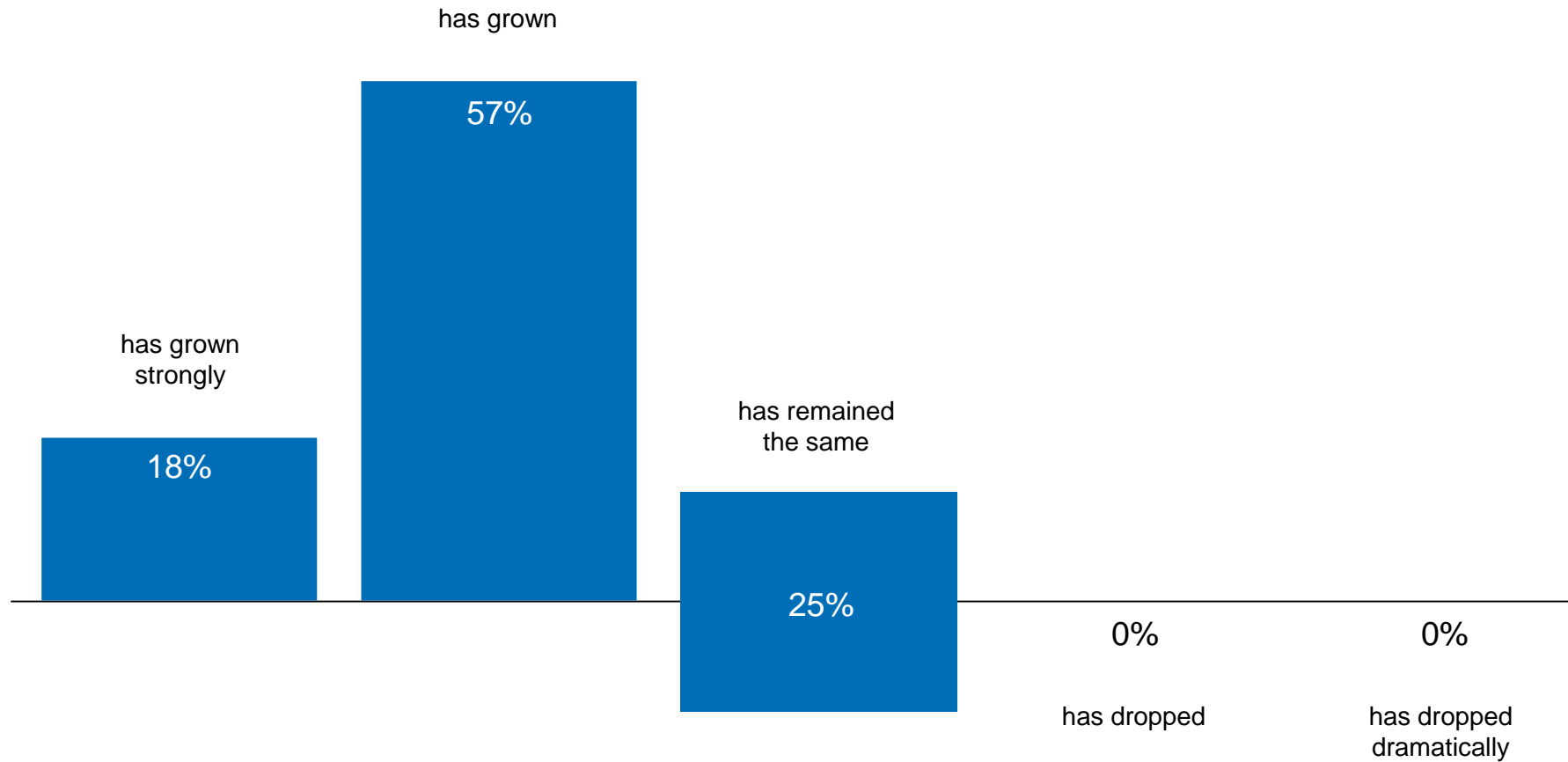


How has your turnover volume developed in the IT security area in your company since it-sa 2018?



How has the employment situation in the area of IT security in your company developed since it-sa 2018?

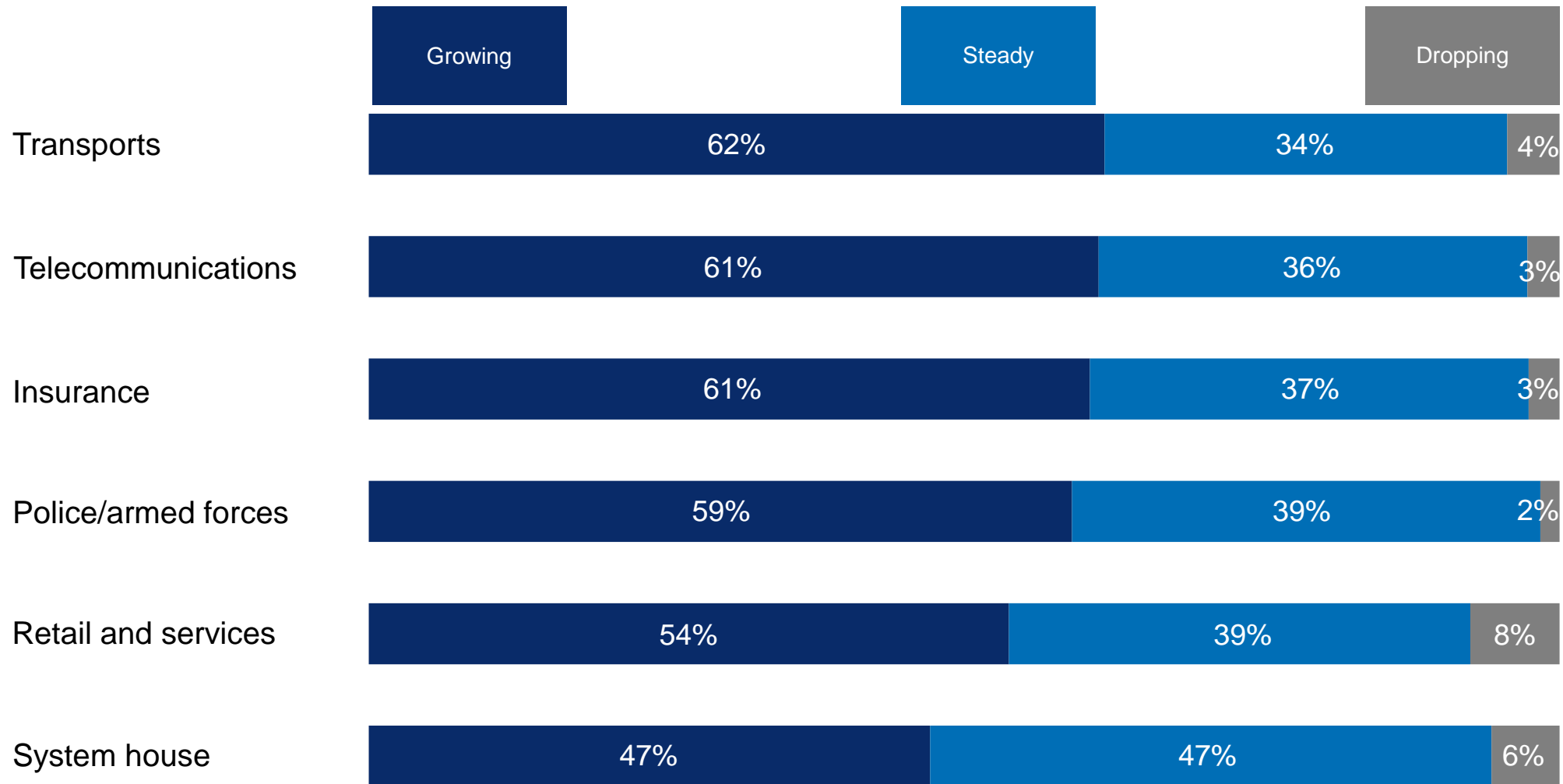
The employee number ...



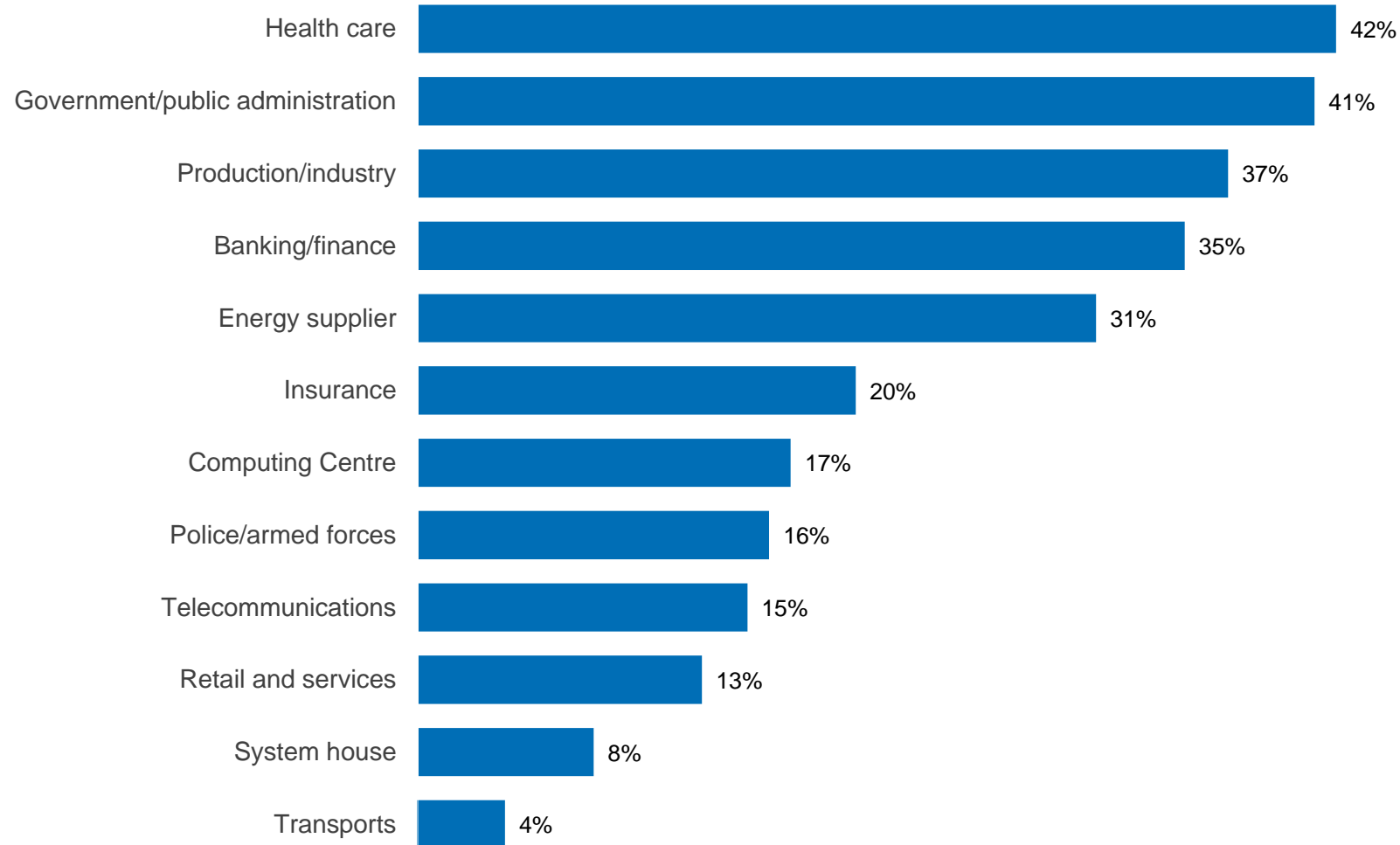
How do you assess the current demand situation for IT security products and services for the following customer groups?



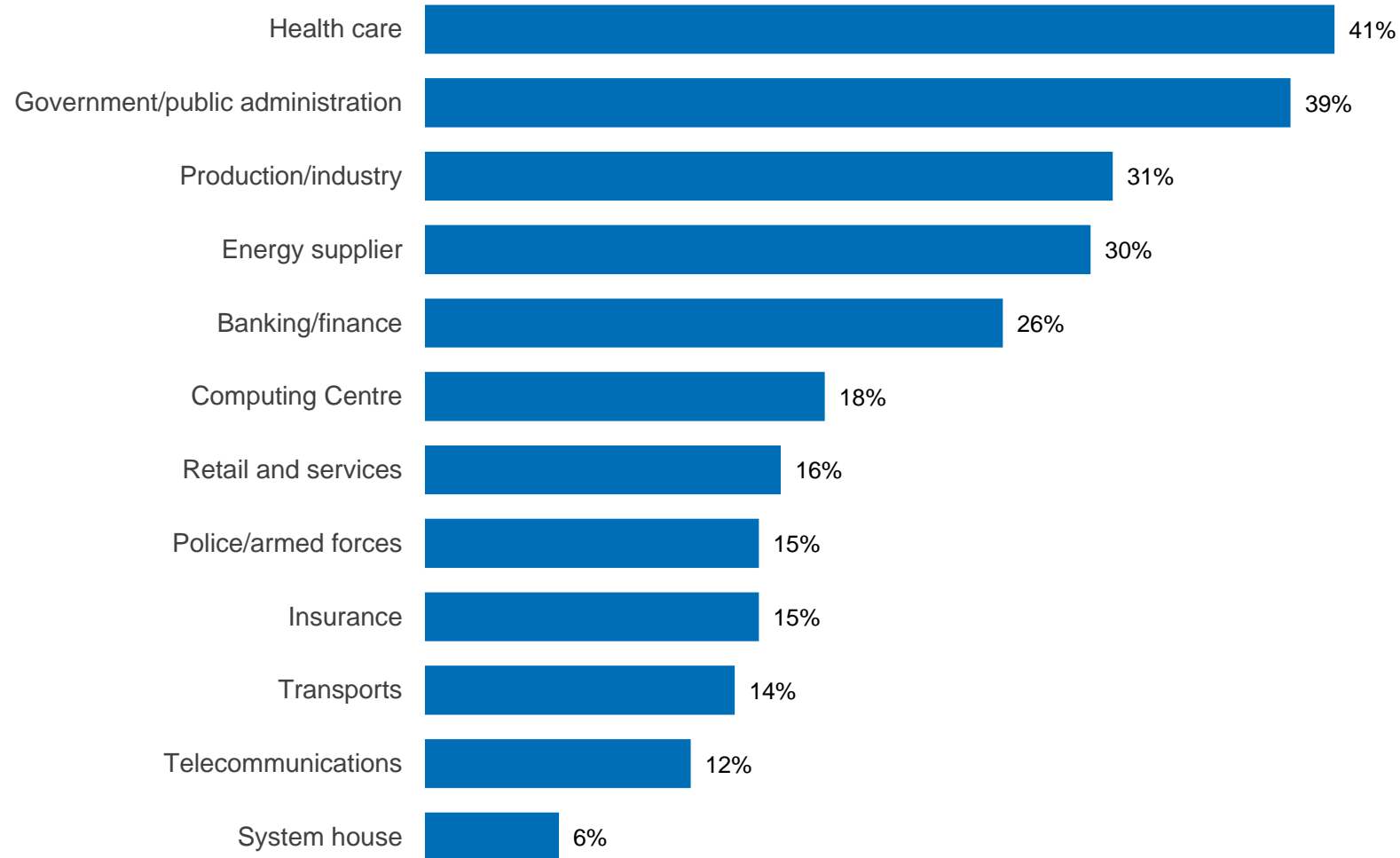
How do you assess the current demand situation for IT security products and services for the following customer groups?



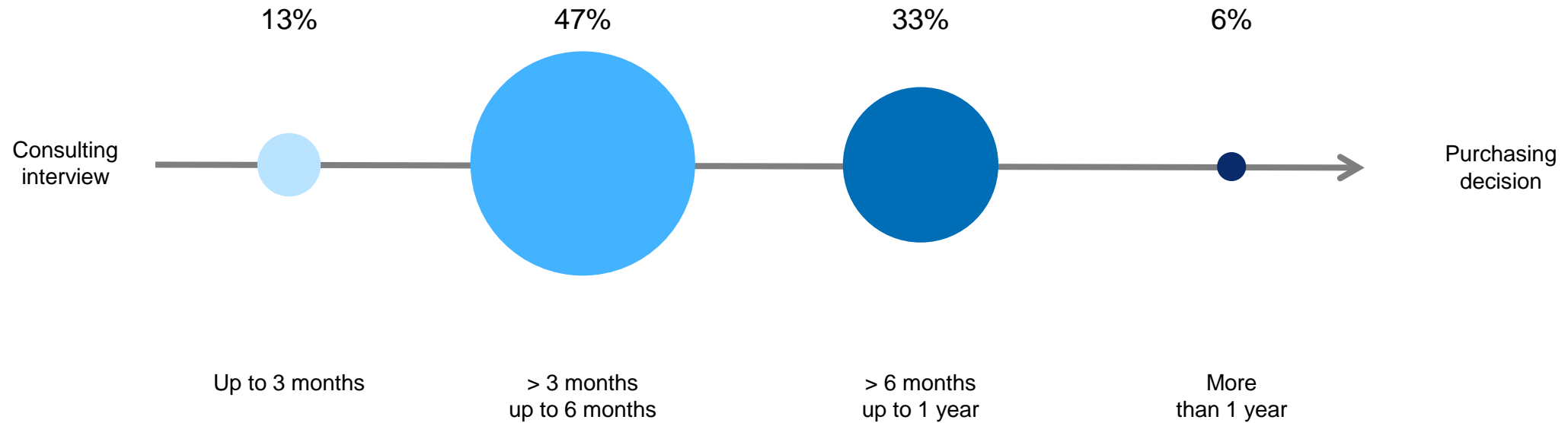
Which customer groups do you think have the highest need for action in the area of IT security?



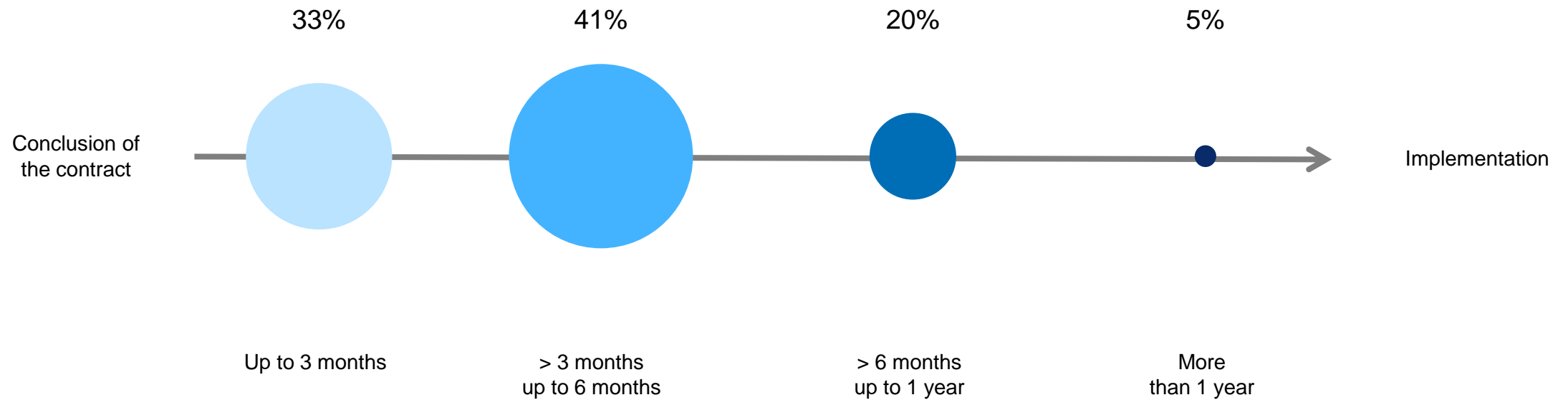
Which customer groups do you think will have the highest increase in demand for IT security products and services in future?



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

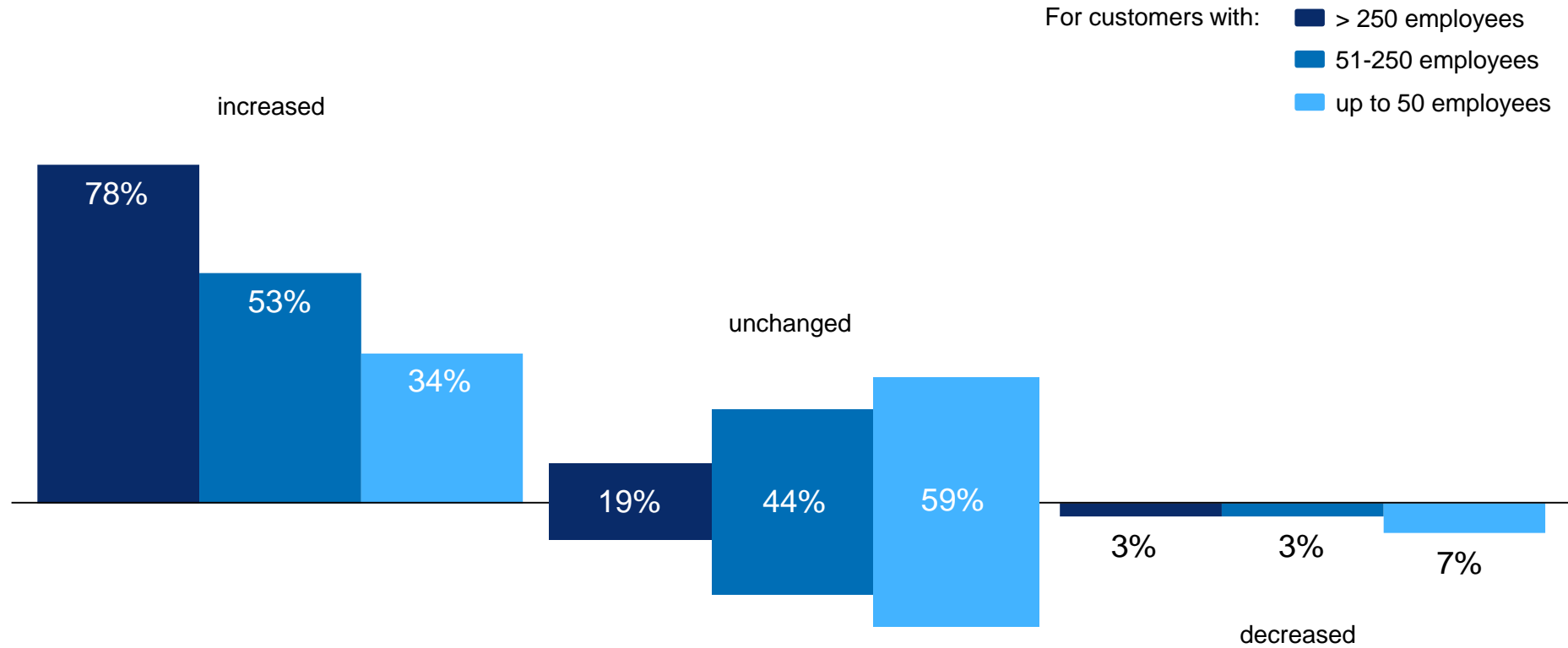


How long does it subsequently take on average from conclusion of the contract to complete implementation of the project for your customers?



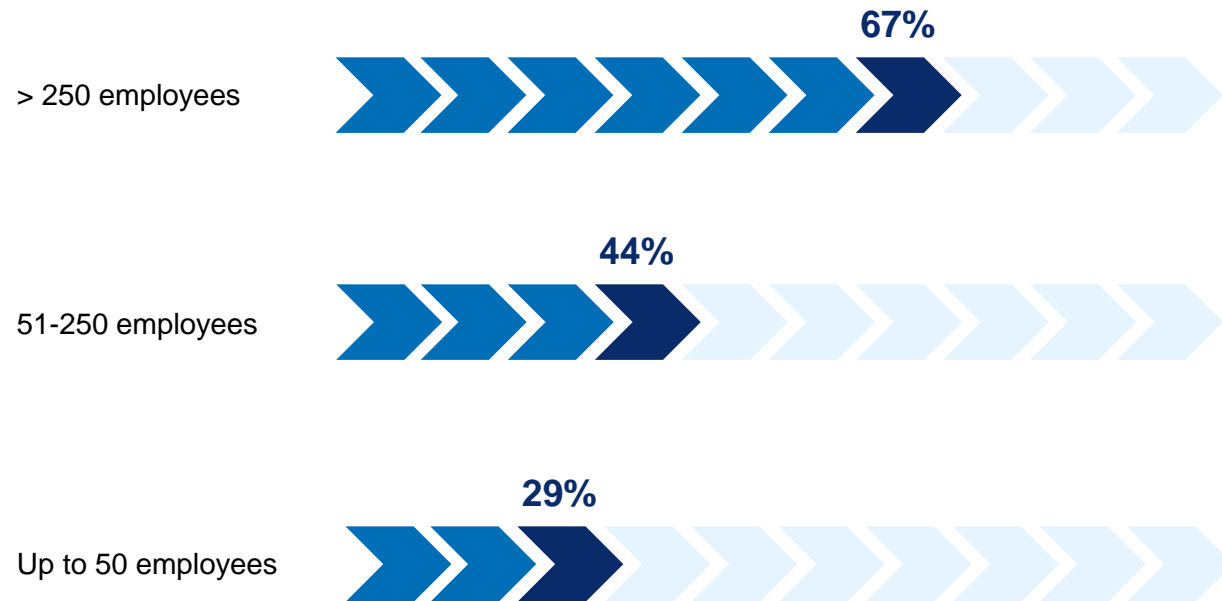
How have the budgets for IT security tasks for 2019 changed in comparison to 2018 for your customers?

Budgets are ...



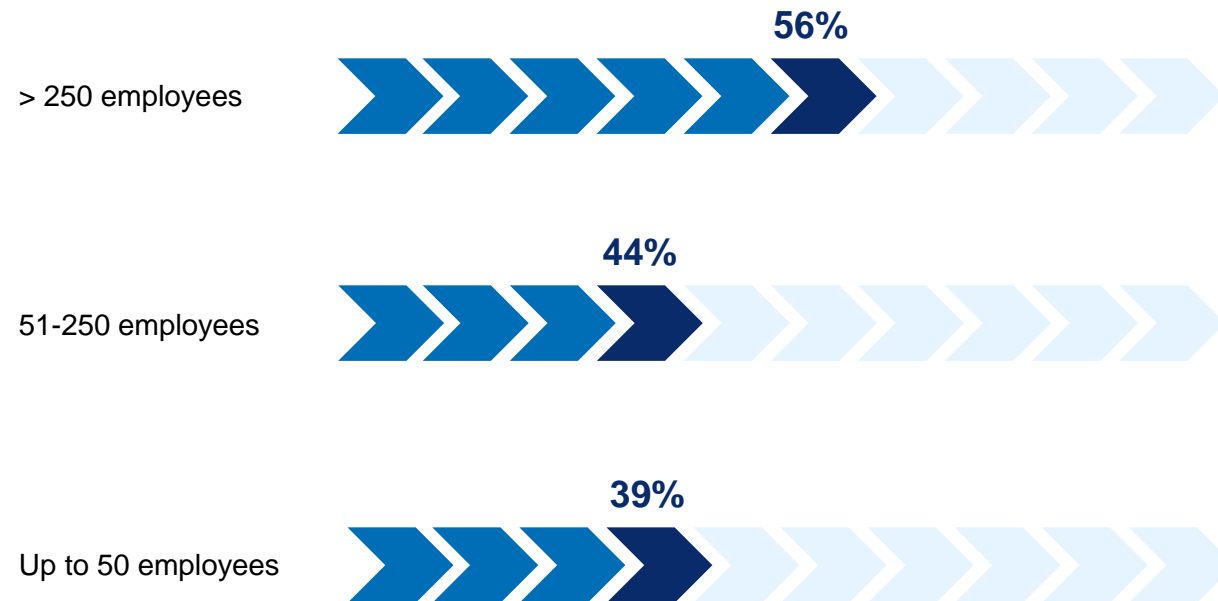
Roughly how high is the share of your customers who pursue a systematic IT security concept?

Company size of customers:

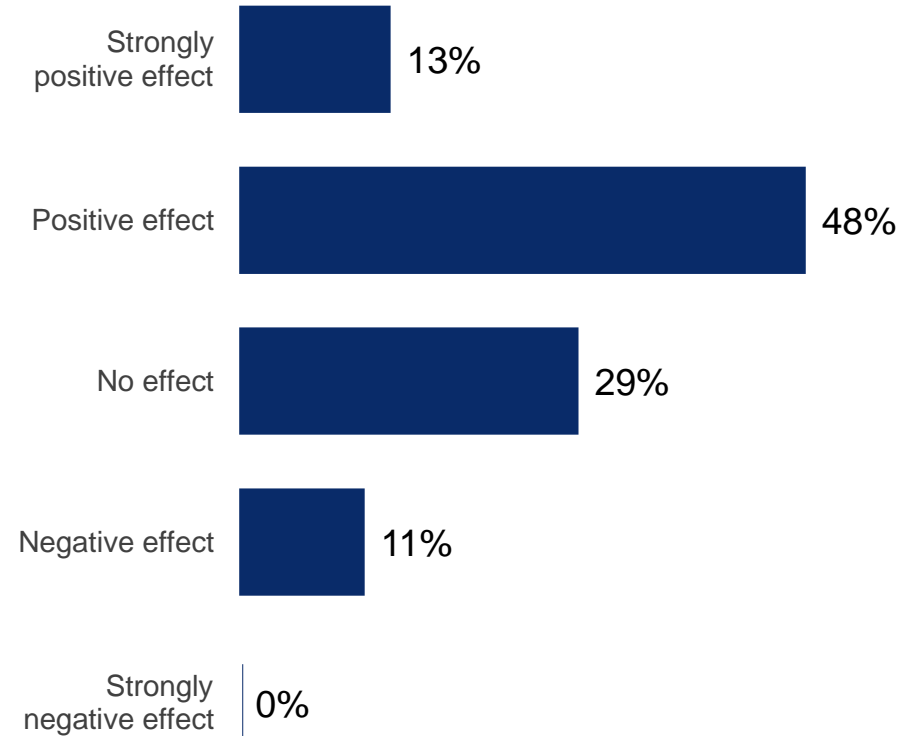


How large is the share of your customers approximately who arrange the control of IT security as an internal area of responsibility within the management?

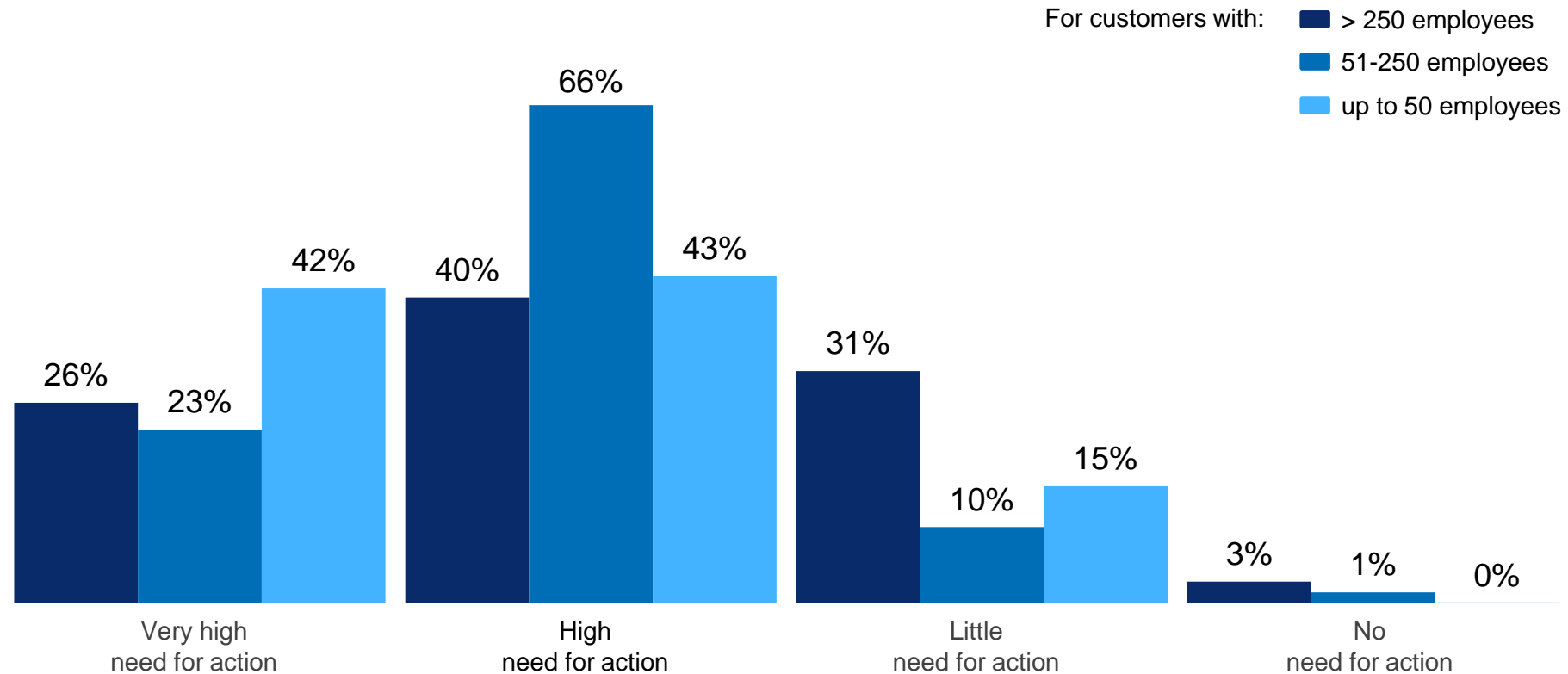
Company size of customers:



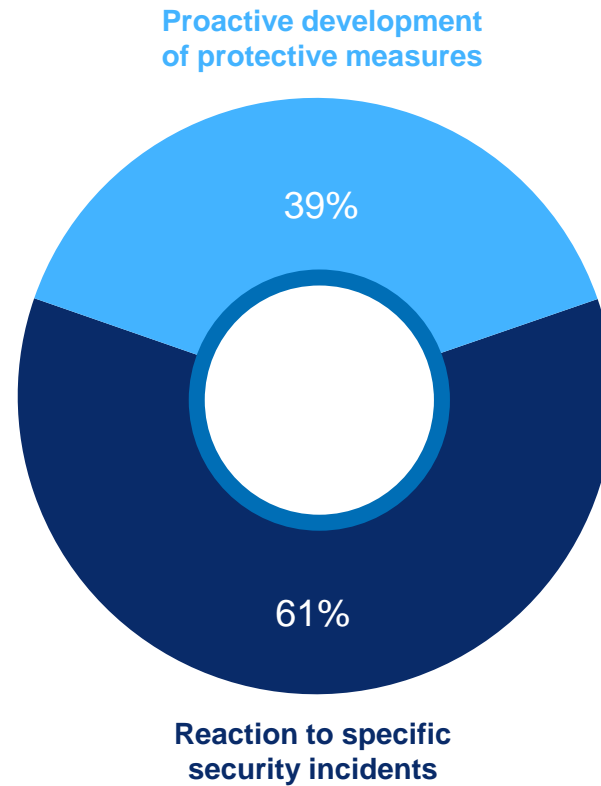
From 25 May 2018, the EU General Data Protection Regulation will be applicable law. What effects had the EU General Data Protection Regulation so far for your business?



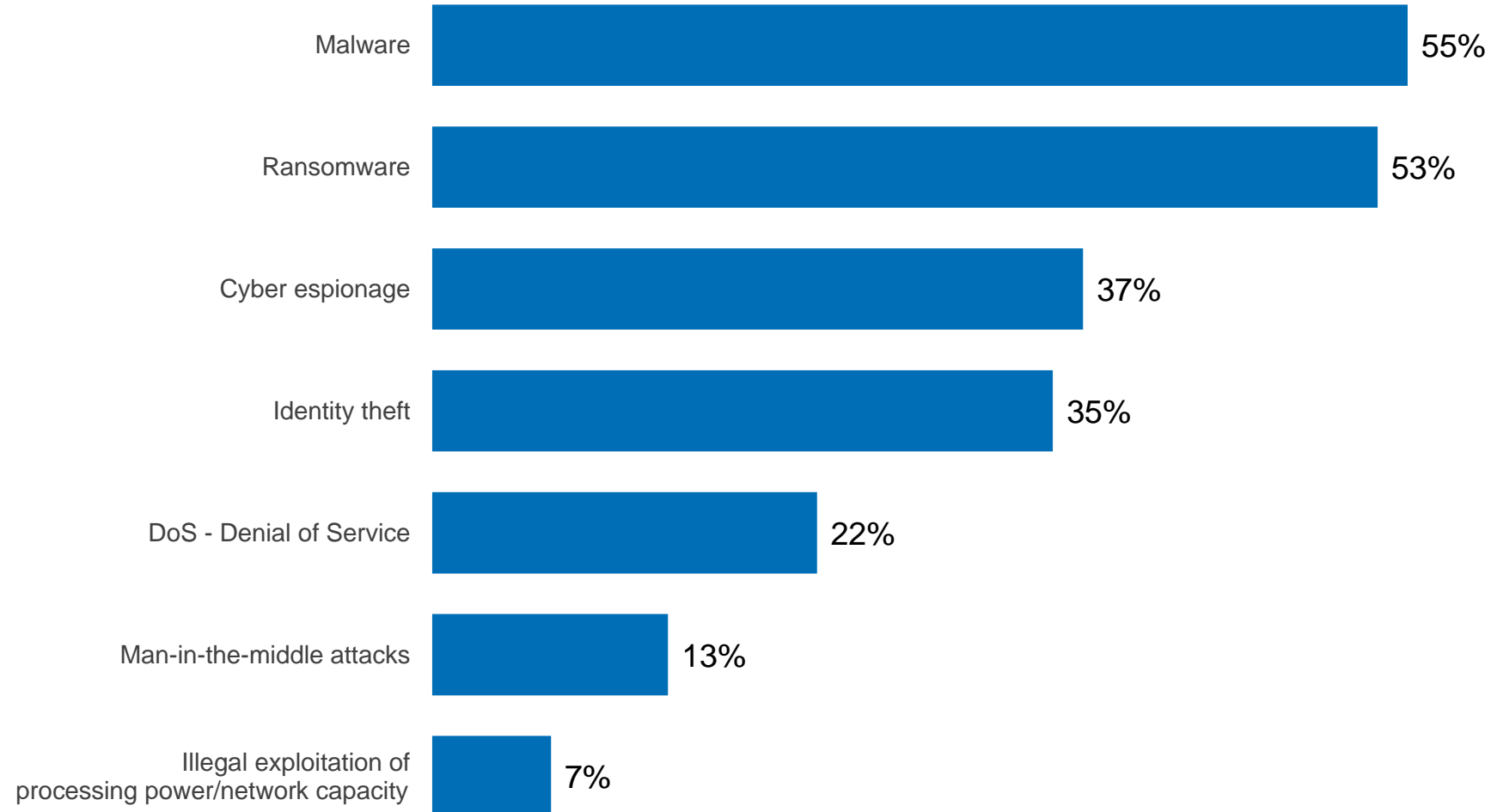
How high do you estimate the need for action in the implementation of the EU General Data Protection Regulation to be at present for your customers?



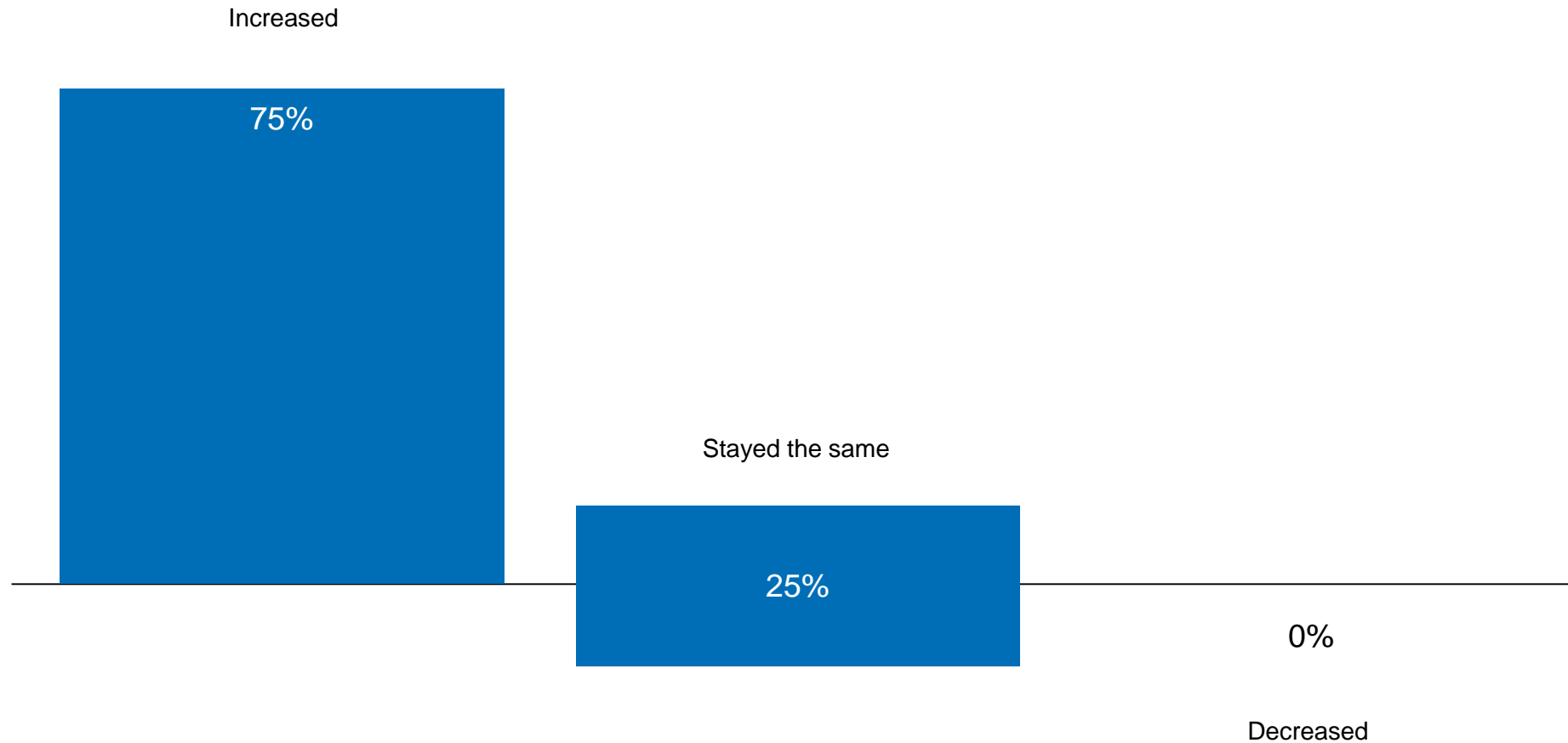
Which of the following factors do you think plays the more important role in the decision to invest in IT security?



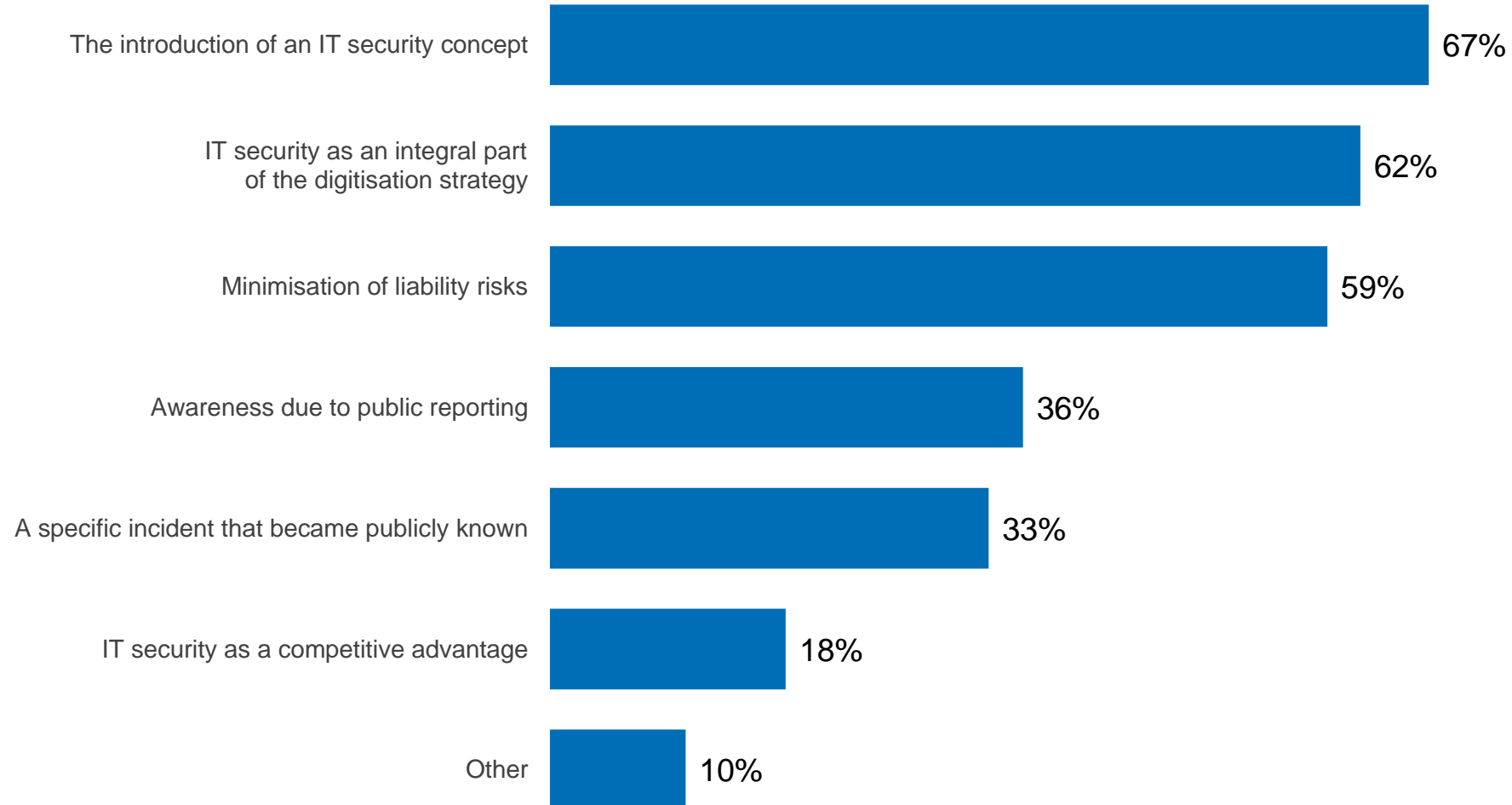
Which security incidents were most of your customers affected by? (Excerpt)



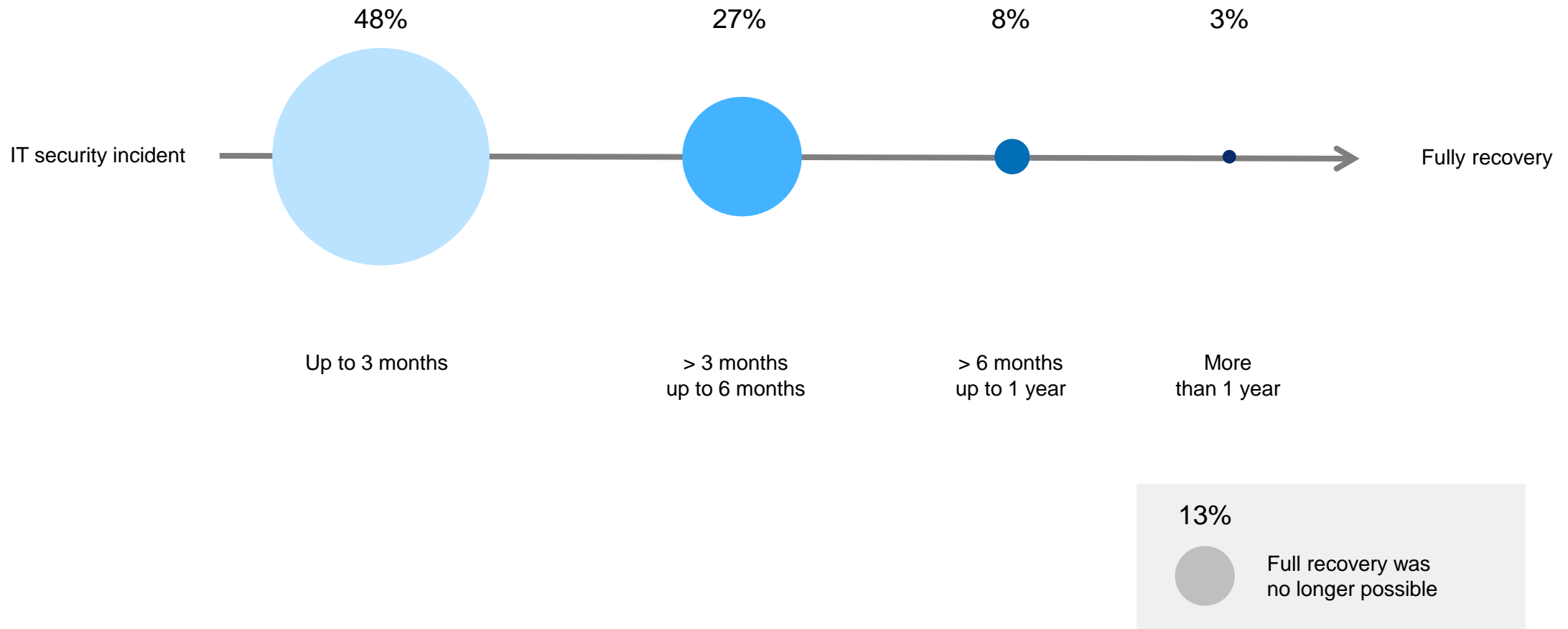
How did your customers' willingness to invest in further protective measures develop after these security incidents?



What moved your customers to proactively set up protective measures?



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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