

## PRESS RELEASE

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### Trends and outlook for IT security Exhibitor poll ahead of it-sa 2016

- Exhibitor survey by Europe's biggest IT security fair
- Majority of customers do not act until after an IT security incident
- Impact on growth due to German IT Security Act lower than expected
- IT security still a growth market

The detailed poll results are available from:  
[www.it-sa.de/exhibitor-survey-2016](http://www.it-sa.de/exhibitor-survey-2016)

IT security is a growth market with increasing sales and employment rates. This was the result of an exhibitor poll that gauged the mood of the IT security sector in the run-up to it-sa 2016. The survey respondents were also asked about the impact of the German IT Security Act. Although the anticipated positive spin-offs have come about, the impact is less than that forecast a year ago. The representative survey also found that it is only a majority of large companies that have a systematic IT security concept in place, and more than half of investment decisions are not made until after a security incident. At it-sa in Nuremberg from 18 to 20 October, more than 480 firms and organisations from the IT security industry will show companies what they need to do to improve the security of their information.

Everyone is talking about IT security again after it recently emerged that hackers were able to gain access to the passwords of 500 million Yahoo user accounts.

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Despite this kind of risk, less than one in two companies invest in preventive measures. Only 44 per cent (45% in 2015) of the exhibitors polled stated that their customers invested proactively in IT security protection measure. By contrast, 56 per cent (55% in 2015) of investment decisions were in response to specific security breaches.

### **Effects of German IT Security Act**

The high expectations associated with the passing of the German IT Security Act in the summer of 2015 were only fulfilled in part. An analysis of the actual effects shows that the current situation is falling short of expectations. Whereas at it-sa 2015, 82 per cent of exhibitors were counting on a positive or highly positive spin-off, this figure has now dropped to 56 per cent. The biggest increase in demand came from the financial and insurance sector, the energy sector and the information and telecommunications technology sector, followed by the health sector and water industry. The survey shows that 44 per cent of exhibitors (2015 expectation: 17%) have not noticed any effect from the IT Security Act.

### **Growing sales volumes and more employees**

Most exhibitors at it-sa are enjoying increasing sales: 16 per cent (16% in 2015) reached their previous year's level, 70 per cent (65% in 2015) stated that their sales volumes in IT security had grown since last year's it-sa, while another 11 per cent (18% in 2015) recorded strong growth. These developments go hand in hand with rising staff numbers, with 63 per cent of exhibitors (57% in 2015) indicating that their headcount had grown in the past year. Nine per cent (15% in 2015) enjoyed strong growth and 26 per cent (23% in 2015) employed the same number of people as before.

### **Economic outlook positive**

In the run-up to it-sa 2016, the economic situation in the sector is rated more positively than before last year's event, with 45 per cent of respondents identifying a strong economic trend (29% in 2015), 46 per cent (55% in 2015) seeing a slight improvement and 8 per cent (11% in 2015) stating that there was no change in the economic situation.

### **IT security concept: company size is crucial**

The elaboration of an IT security concept is regarded as a key step for more information security. Whereas two out of three companies with more than 250 employees had one (in 2015 this figure was 68%), only 33 per cent (36% in 2015) of companies with a workforce of 50 and less have taken this step. Mid-sized companies rank somewhere in the middle, with 50 per cent of exhibitors (51% in 2015) stating that mid-sized companies pursued an IT security concept.

### **About the exhibitor survey “Trends and outlook for IT security”**

On behalf of NürnbergMesse, independent market research institute Gelzsus carried out an online survey between 26 July and 16 August 2016 of 348 exhibitors who had registered by this point for it-sa 2016. The participation rate was 22 percent, making the results representative of the exhibitors at it-sa 2016.

### **About it-sa**

The it-sa event is one of the leading global information platforms for IT security experts and is the biggest trade fair of its kind in Europe. The companies taking part showcase their products and solutions for IT security, including physical IT security and associated services, consultancy and research. An extensive supporting programme and the concurrent Congress@it-sa offer users and decision-makers additional expertise.

### **Safety and security fairs hosted by NürnbergMesse**

NürnbergMesse has proven expertise in the fields of safety and security. As the host of events such as Enforce Tac (law enforcement), it-sa and it-sa Brasil (IT security), FeuerTRUTZ (preventive fire protection), Perimeter Protection (outdoor perimeter protection), FIRE & SECURITY INDIA EXPO and U.T.SEC (unmanned technologies & security), it brings together a total of around 1,000 exhibitors and more than 20,000 visitors from all over the world.

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

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The detailed poll results are available at:

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All press releases and more detailed information, video impressions and photos are available from: **[www.it-sa.de/press](http://www.it-sa.de/press)**