

The 2023-2028 Outlook for Cyber Securities for US Zip Codes

<https://marketpublishers.com/r/25CD1AE0308BEN.html>

Date: January 2023

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 25CD1AE0308BEN

Abstracts

This study covers the latent demand outlook for cyber securities across the states and zip codes of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 10,833 zip codes in the United States. For each zip code in question, the percent share the zip code is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a zip code vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and zip code, latent demand estimates are created for cyber securities. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of cyber securities as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Accenture, ACE Group, ADACOM, Airbus Defence and Space, Akamai Technologies, AlgoSec, AlienVault, Alion Science and Technology, Alphabet, Amazon Web Services, Inc., AT&T, Autodesk, Avast, AVG Technologies, BAE Systems, Baraccuda Networks, Barbaricum, LLC, Baum, BitDefender, Blue Coat Systems, Boeing Defense, Space & Security, Booz Allen Hamilton, British Airways, Broadcom, Bull, CA Technologies, Capita, Carahsoft Technology, Carbon Black, Centrifly, Check Point Software Technologies, Cisco, Cognizant, CommVerge Solutions, Computer Sciences, CrowdStrike, CSC, Cyber Ark Software, Ltd., CyberPolicy, Darktrace, Deep Root Analytics, Dell, Deloitte, Digital Shadows, DXC Technology Company, EMC

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