

The 2023-2028 Outlook for Cyber Securities in the United States

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Abstracts

This study covers the latent demand outlook for cyber securities across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city 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 city, 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

Corporation, Equifax, Ernst&Young Global, Ltd., ESET, Exelis, Experian, F5 Networks, Facebook, Finmeccanica, FireEye, Forcepoint, Fortinet, F-Secure, GE, General Dynamics Corporation, Georgia Tech Applied Research Corporation, Google, Guidance Software, Hastings Direct, HCL Technologies, Herjavec Group, Hewlett Packard Enterprise, Hitachi, Holiday Inn, Honeywell Process Solutions, Hootsuite, HPE, Huawei, IBM, Iboss, Identity Theft Guard Solutions, LLC, Imperva, Ingram Micro, Intel, InterContinental Hotels Group, International Business Machines (IBM), Isis Defence, Juniper Networks, Kaspersky, Kimpton Hotels, KIOSK Information Systems, KPMG, Kudu Dynamics, LLC, L-3 Communications Holdings, Landesk Software, Leidos, Lockheed Martin, Logrhythm, McAfee, MacAulay-Brown, Inc., Maersk, Malwarebytes Anti-Malware, ManTech Advance Systems International, Inc., McAfee, Merck, Micro Focus, Netflix, NGC Group, Northrop Grumma, NTT Com Security, O2, Oak Ridge, Oce, Onyx Healthcare, Optiv Security, Orange, Palo Alto Networks, Panda Security, PLC, Pradeo Security Systems, PricewaterhouseCoopers (PwC), Professional Project Services, Inc., Proof Point, Quora, Radware, Rapid7, Raytheon, Resilient Systems, Rockwell Automation, Romstedt Technology Research Corporation, root9B, ROSNEFT, RSA Security, RUAG, SafeNet, Safran SA, Scalar Decisions, Inc., Secure Link, Sensato, Sierra Nevada, SMS Data Products Group, Inc., Solers, SonicWALL, Sophos, Splunk, Sqrrl Data, SurfRight, Symante, TASC, Inc., Tata Consultancy Services, Telos, Thales Group, The Boeing Company, Trend Micro, Tripwire, True North Automation, Under Armor, Utilidata, Vencore Labs, Inc., Veracode, Verisign, Verizon, Visa, VMware, Vormetric, WatchGuard, Waterfall Security Solutions, Webroot, Willis Group Holdings, Wipro, Wyle Laboratories, X Technologies, Inc., Yahoo!, Zscaler, Inc. (United States), and Zurich Insurance. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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