

# North America Internet Security Market (2016-2022)

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## Abstracts

In today's multi-national nature of business, cloud computing solutions are used widely. Cloud based solutions are used for various purposes such as storage, platform, computing, etc. Due to the ability to optimize total cost of ownership of business resources, companies are using cloud services extensively. Increased usage of cloud solution induces several risks such as data breaches from client systems, data loss due to malevolent attacks, traffic hijacking by attacker, insecure interfaces, denial of service (DoS) attacks, data theft or alteration by malicious insiders, cloud abuse to break encryption keys, etc. The security solutions are of grave importance in overcoming these hazards.

The major factors driving the internet security market are increased internet usage due to advances in wireless communication technology, internet security offered over cloud services, strict government regulations and increase in online financial activities. On the other hand, some of the restraints associated with internet security services is the lack of awareness amongst users and the use of pirated protection solutions, which provide limited security features.

The report highlights the adoption of Internet Security market in North America. Based on the Product & Services, the Internet Security Market is segmented into Hardware, Software and Services segment. Based on the Technologies, the market is bifurcated into Authentication, Access Control Technology, Content Filtering and Cryptography segments. According to the Application, the Internet Security Market is segmented into BFSI, Retail, IT & Telecommunications, Government, Manufacturing, Education, Aerospace & Defense and Others segments. The countries included in the report are U.S, Canada, Mexico and Rest of North America.

Key players profiled in the report include IBM Corporation, Google Inc., HP Enterprise, Cisco Systems, Intel Corporation, Microsoft, Dell and Symantec Corporation.

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