

Enhance security in the digital workspace

Security trends, best practices, and use cases

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Cybersecurity: A rapidly growing market

Organizations are investing to safeguard their operations

172B

Current valuation (USD)
of cybersecurity market in 2023

563B

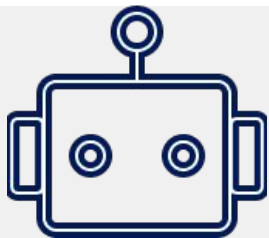
Projected global market growth
and expected valuation (USD)
by 2032



Increase in cybersecurity budget
planning by SMBs and their
spending projections

New technologies are escalating cyber risks

AI and digital innovation are shaping security needs



15%

Cloud computing, AI, IoT, and big data analytics are driving the need for advanced cybersecurity solutions

Increase in security spending, with generative AI expanding attack surfaces

80%

Data security issues linked to AI, including an increase in AI-driven attacks

Cybersecurity channel plays a critical role

Partners are pivotal in business protection

Over 90%

of cybersecurity spending

is through partners

like MSPs and advisors



AI and automation

use in cybersecurity

saves millions

per breach

The rising cost of data breaches

Businesses face heavier financial impacts

4.88M

Global data breach cost averages
USD 4.88M in 2024,
marking a **10% increase**



Lost business and
post-breach activities
are major contributors to cost

85%

Increased cybersecurity policies,
with cyber insurance
requirements becoming more
stringent



Assets and resources



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