



ZTEdge™

From Ericom Software

2021 Zero Trust Market Dynamics Survey

Survey Results

Background

- The Zero Trust Market Dynamics survey was designed to assess Security & Risk (S&R) professionals' views of the Zero Trust security framework, explore organizations' plans for adoption and implementation, and identify key issues inhibiting their moves to Zero Trust
- Survey was conducted online during July 2021
- 1283 S&R professionals responded
- Ericom will conduct this survey annually to analyze trends

Behind the Survey

Dr. Chase Cunningham (Dr. Zero Trust)



Creator of the Zero Trust eXtended (ZTX) framework while at Forrester Research and a cybersecurity expert with decades of operational experience in NSA, US Navy, FBI Cyber, and other government mission groups, Chase is responsible for Ericom Software's overall strategy and technology alignment.

Known in the cybersecurity industry as "Dr. Zero Trust," Chase was previously VP and Principal Analyst at Forrester Research; Director of Threat Intelligence for Armor; Director of Cyber Analytics for Decisive Analytics; and Chief Cryptologic Technician, US Navy. He's author of the Cynja series and Cyber Warfare: Truth, Tactics, and Strategies.

Chase provides his **Key Takeaways** on the results of each question in the survey.



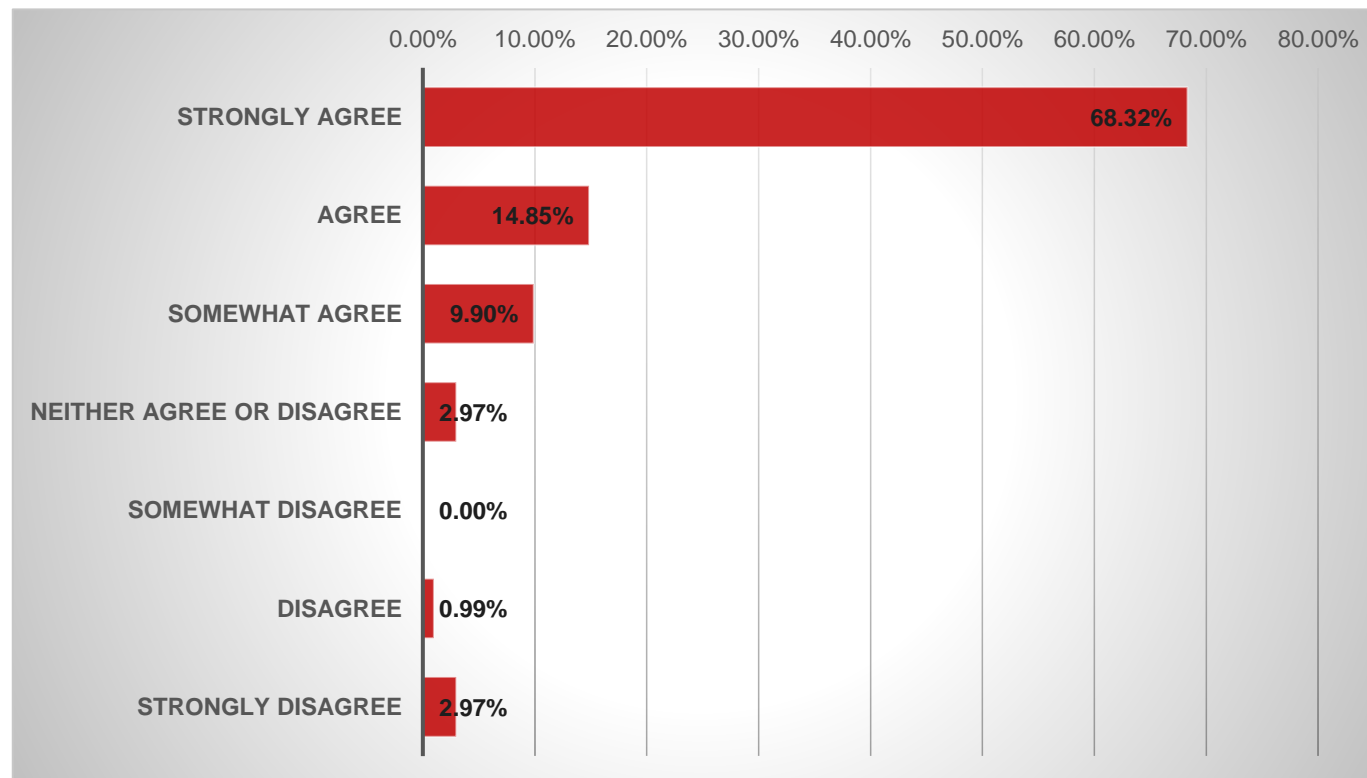
Q1:

“My company sees Zero Trust security as a necessary strategy.”



Key Takeaway

- Combine 68% (Strongly Agree) + 14% (Agree) and you get 82%. That's basically 8 of 10 S&R folks saying that Zero Trust is necessary.





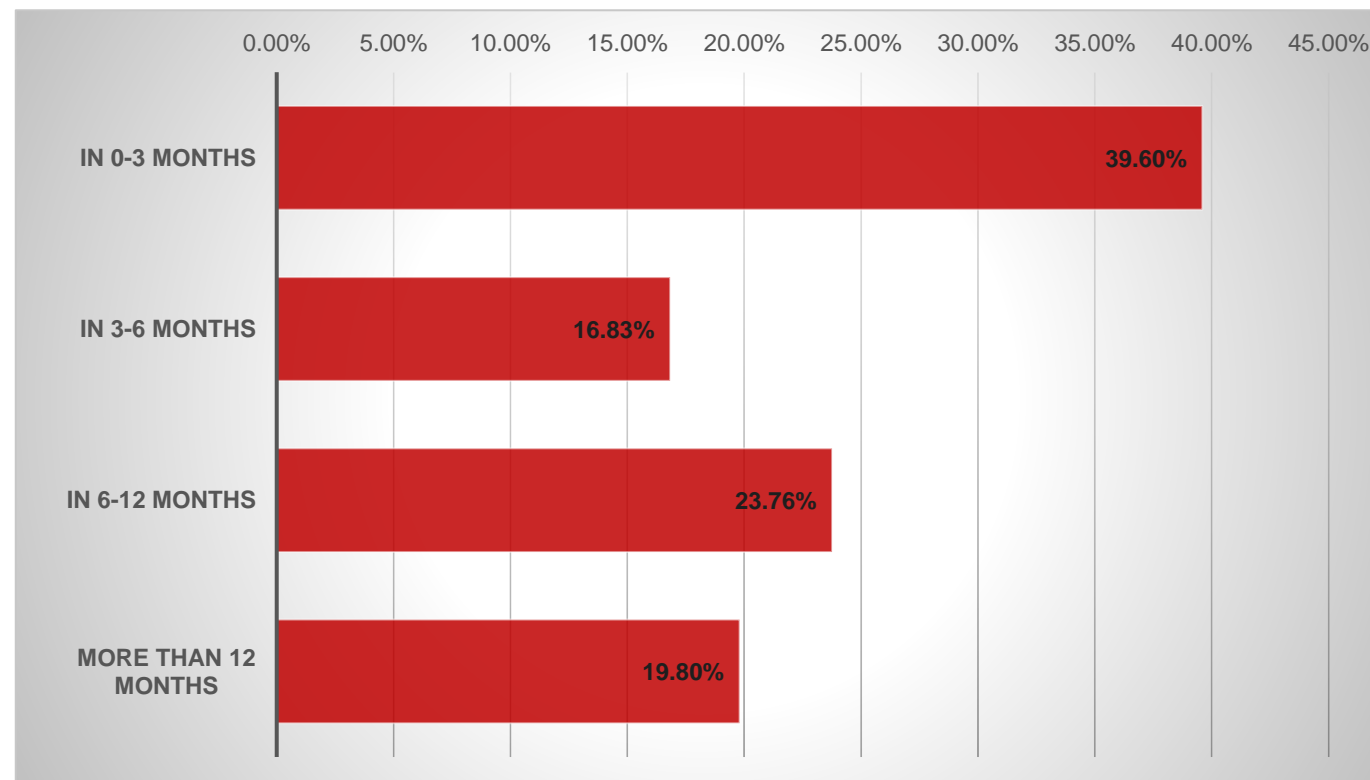
Q2:

“My company plans on moving to enable Zero Trust security...”



Key Takeaways

- Most organizations are moving to enable Zero Trust relatively soon
- The time frame is most substantially weighted toward 0-6 months





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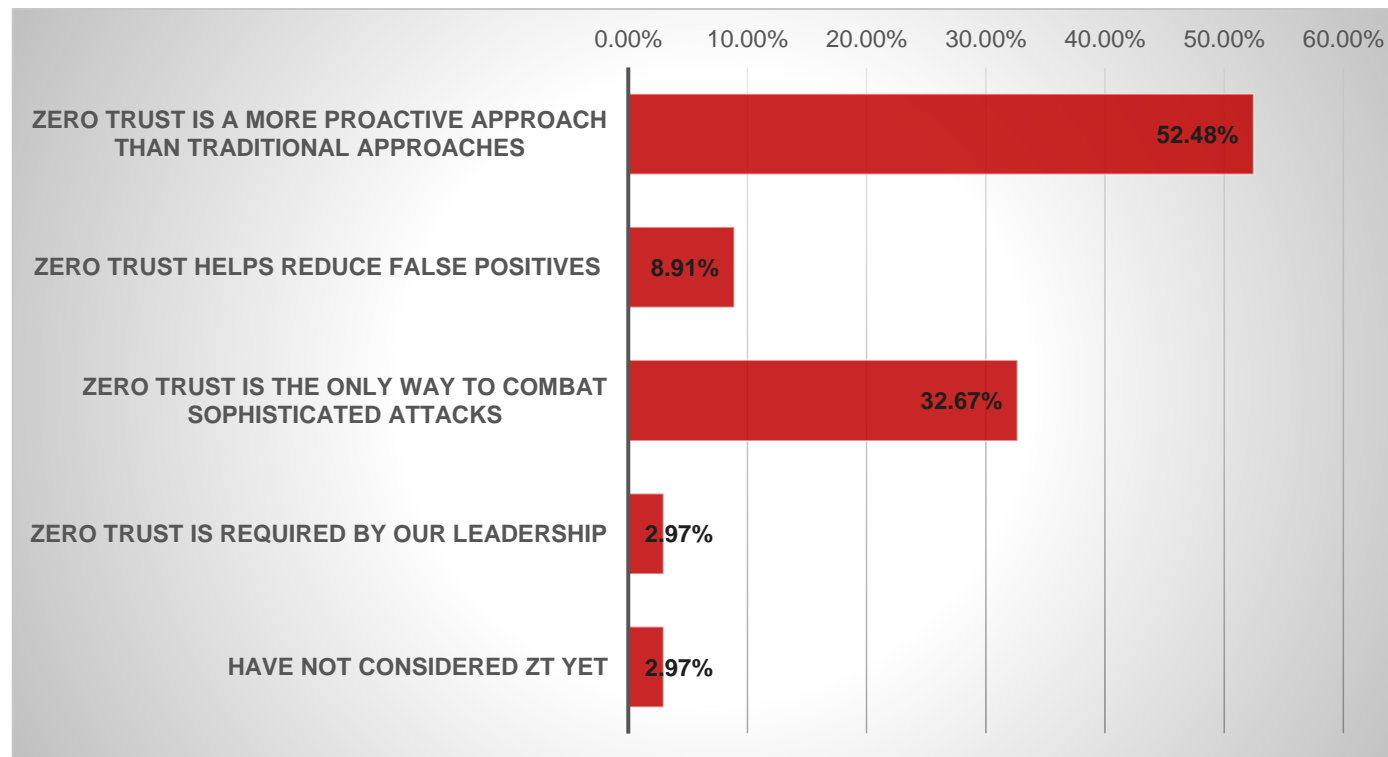
Q3:

“What is your top reason for considering/ implementing Zero Trust security?”



Key Takeaways

- Half of respondents agree that Zero Trust is a proactive strategy, better at reducing risk and controlling the threat space
- 3 of 10 say that Zero Trust helps with sophisticated threats, which means APTs and nation states





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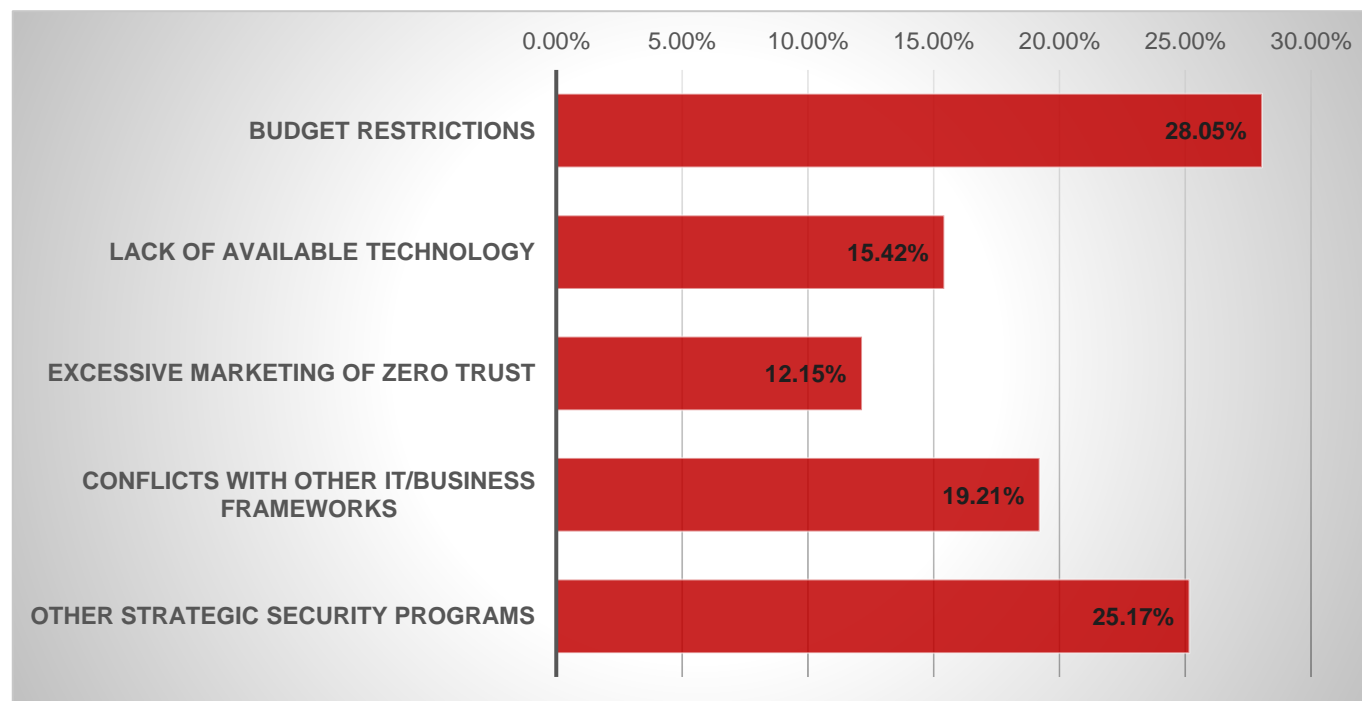
Q4:

“My company would delay Zero Trust security initiatives because of...”



Key Takeaways

- Budget is the main driver of delay and will remain so
- Despite the fact that the majority of professionals agree that ZT is necessary (Q1), 44% are still prioritizing other initiatives (19% + 25%)





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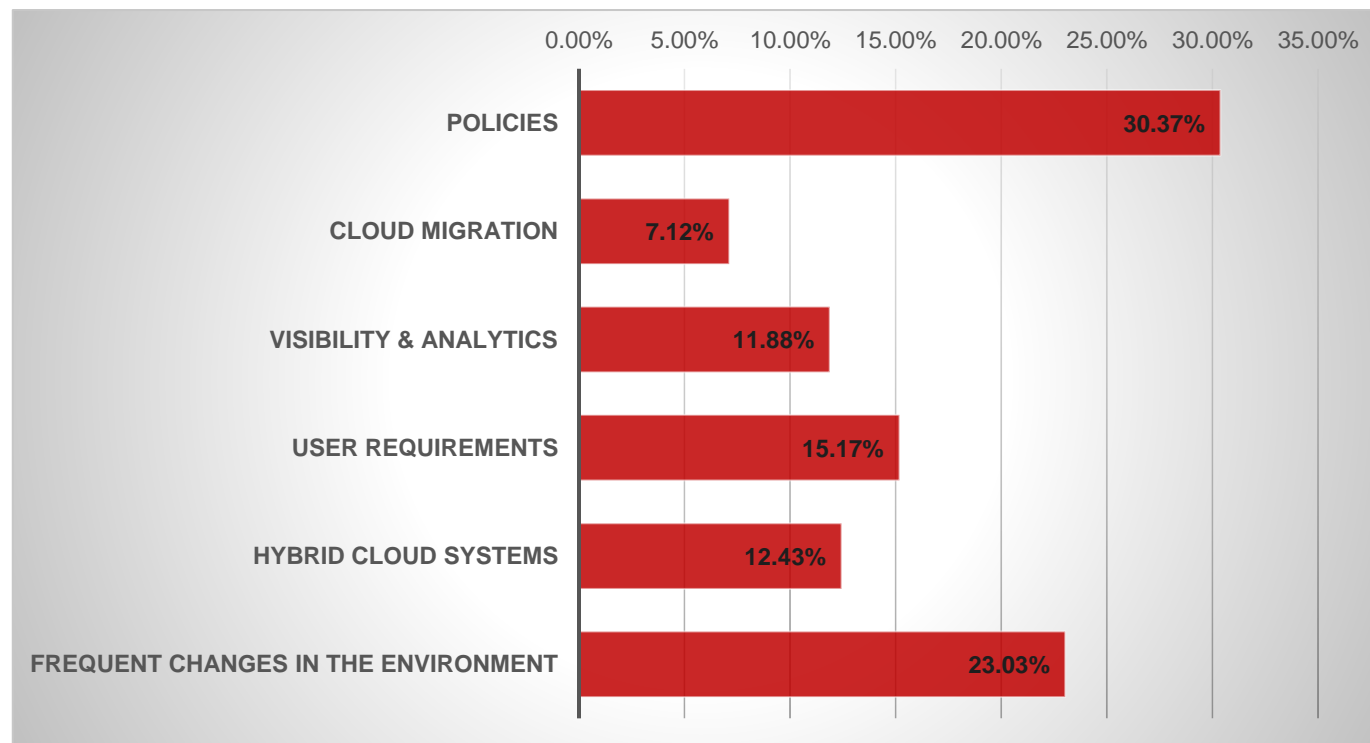
Q5:

“The most difficult part of Zero Trust to manage technically is...”



Key Takeaways

- Policies are hard, especially creating them at scale and keeping them current
- Change management is difficult as well and the dynamic nature of business and development can hinder Zero Trust rollout
- Cloud is not a problem, period





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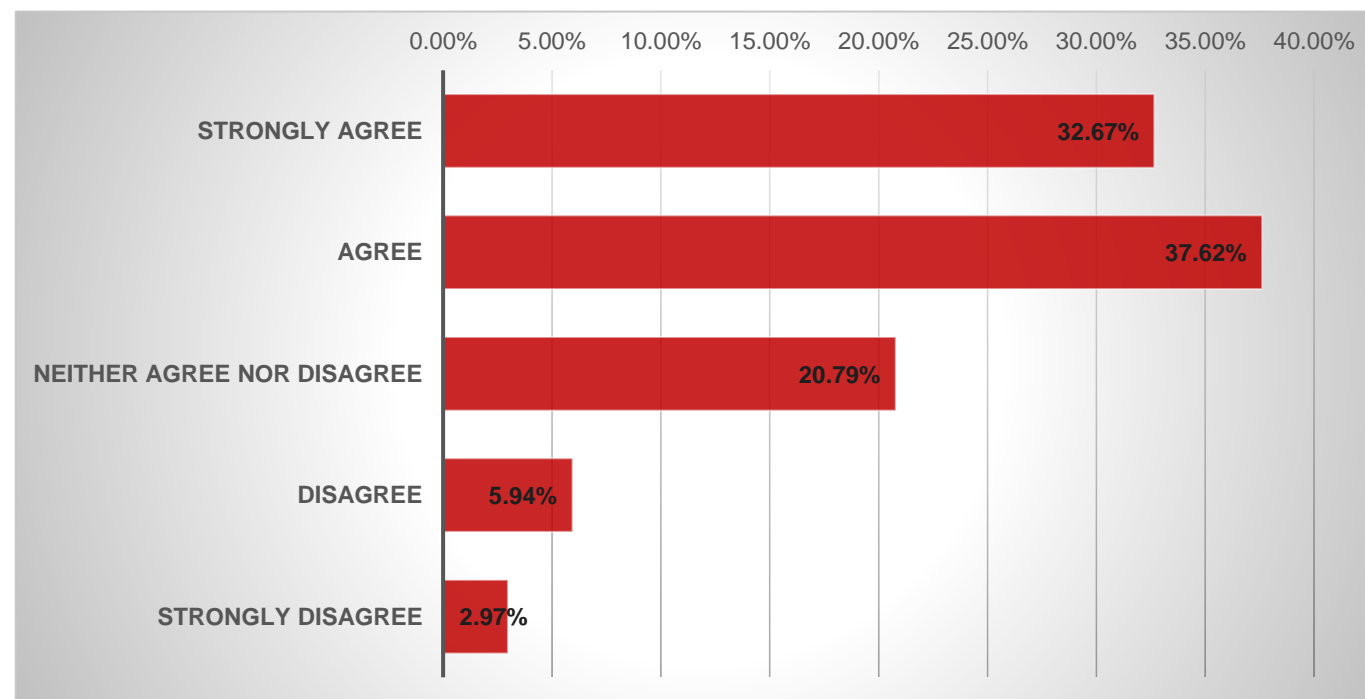
Q6:

“My company would implement Zero Trust security faster if we had a partner to help.”



Key Takeaways

- Help is needed and warranted, mostly to make sure Zero Trust is implemented correctly and started in the most essential areas
- In conversations, S&R professionals tell me they don't have a specific partner in mind, they just want one who knows about Zero Trust. I'd recommend looking at cloud-delivered solutions wrapped in pro services, since offerings are relatively new, and organizations will need ongoing support.





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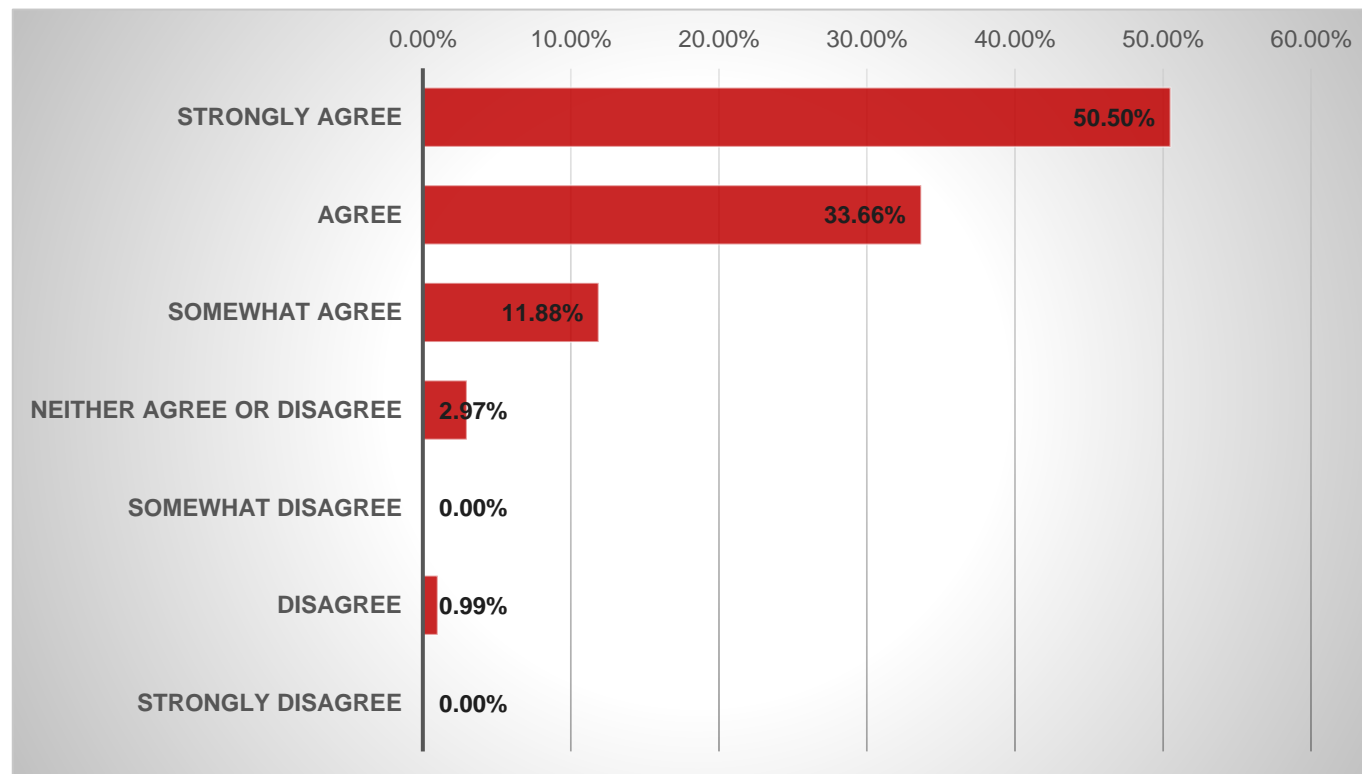
Q7:

“I think Zero Trust security will stop attacks or limit their success.”



Key Takeaway

- 84% percent agree that Zero Trust stops attacks or limits their success...really that's all you have to say





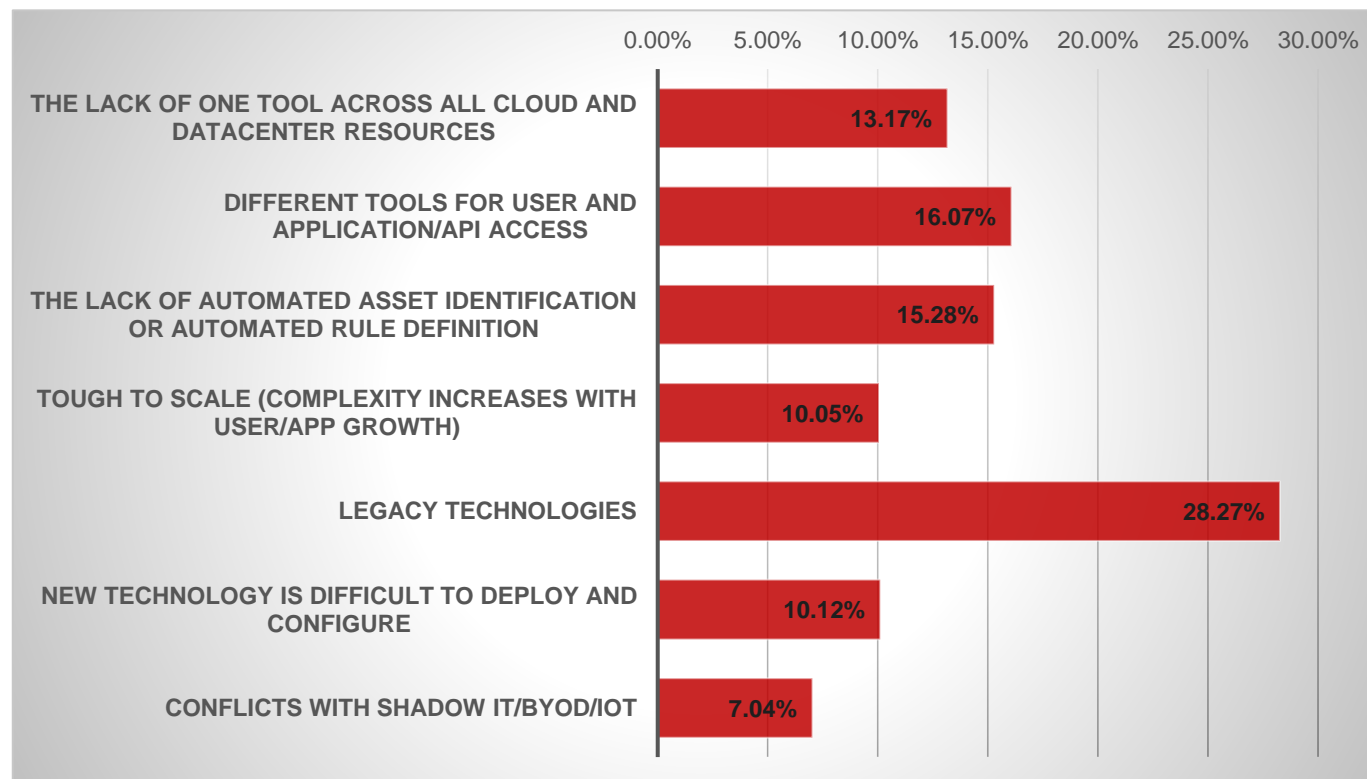
Q8:

“The biggest technical hinderance for adopting Zero Trust security is...”



Key Takeaways

- Legacy technology drives business, and that makes change hard and slows Zero Trust rollouts
- Tools sprawl across solution areas and many are entrenched, making the move to Zero Trust more complex





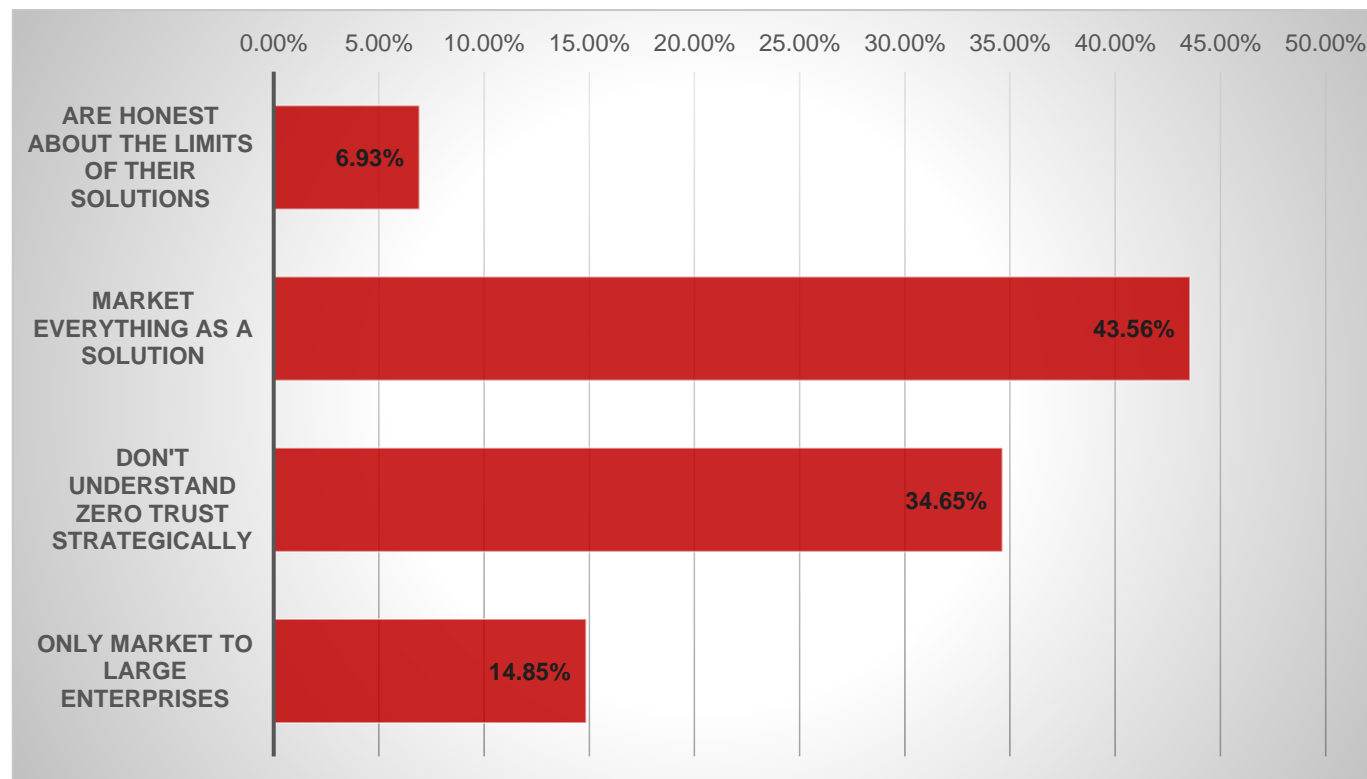
Q9:

“When it comes to marketing in the area of Zero Trust security, vendors...”



Key Takeaways

- Hype is hindering adoption to some degree but not as much as people think
- Practitioners know that marketing isn't always accurate
- Big business is still the focus of most Zero Trust vendors



Q10:

“As we begin to move to Zero Trust security, we must first address/improve...”

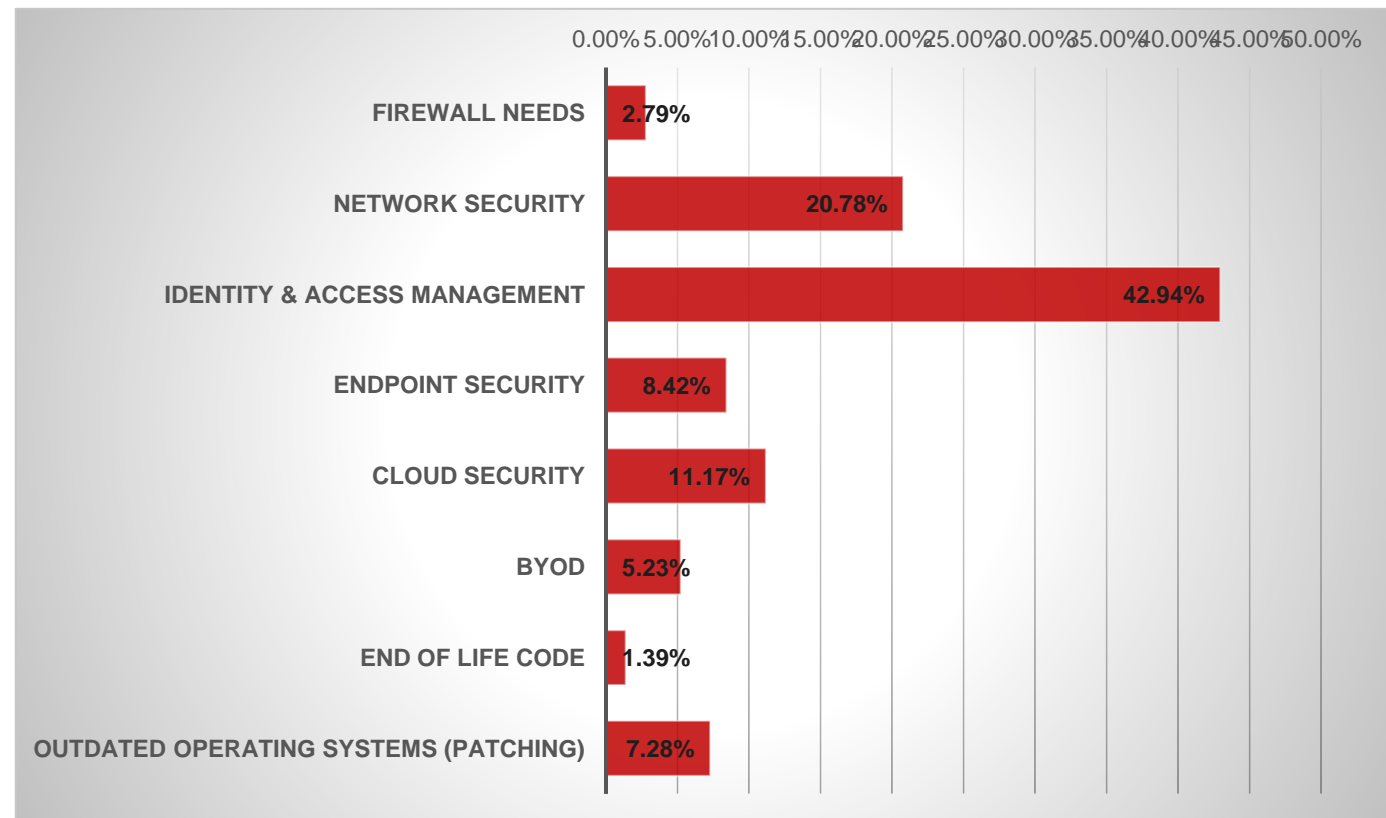


Key Takeaways

- Identity is clearly the greatest need, and it is the place to start, period
- Policies must focus on and leverage identity as the gear that the ZT machine revolves around
- Network security is the next priority, driven by ransomware and remote user access



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Learn more about Zero Trust at <https://www.zerotrustedge.com/dr-zero-trust/>



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About Ericom Software

Ericom Software is a leading provider of cloud-delivered, Zero Trust cybersecurity solutions that protect today's digitally distributed organizations from advanced security threats. The company's **ZTEdge**[™] platform is the industry's leading Secure Access Service Edge (SASE) solution developed specifically for midsize enterprises and small businesses. Ericom solutions leverage innovative remote browser isolation, application isolation, microsegmentation, and virtualization technologies, and are delivered on the **Ericom Global Cloud**, a distributed high-availability elastic global cloud platform. Ericom's cybersecurity solutions protect tens of thousands of businesses and millions of end users worldwide.