

# ENDPOINT DETECTION AND RESPONSE MARKET

GLOBAL FORECAST TO 2021



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## MARKET OVERVIEW

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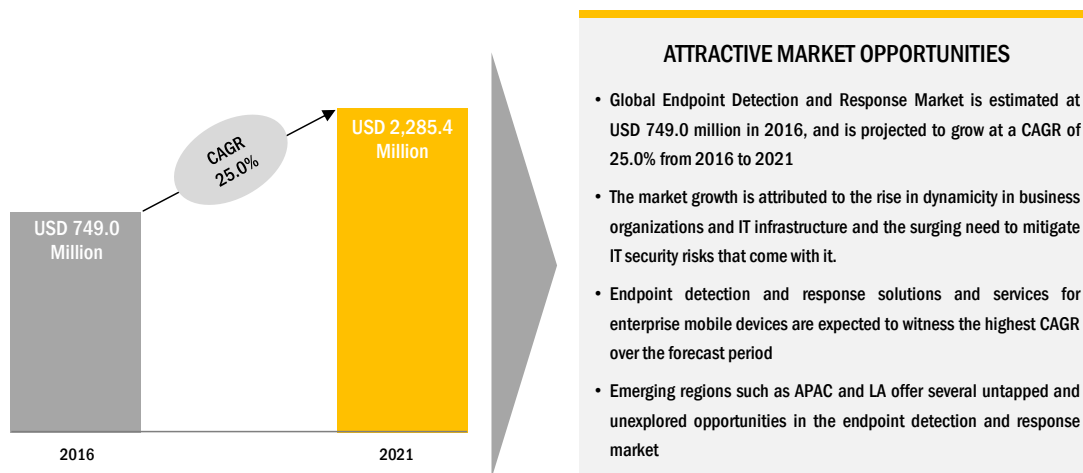
### KEY FINDINGS

- Endpoint Detection and Response (EDR) solutions and services are being increasingly adopted across verticals, such as BFSI, aerospace & defense, and healthcare, and have led to the rapid growth of the market, globally.
- Rising adoption of enterprise mobility and BYOD trends and the need to mitigate IT security risks are the major factors driving the growth of the global EDR market.
- With the emergence of integrated EDR solutions to combat potential threats, the demand for endpoint security solutions in the emerging markets, such as APAC and MEA, is expected to grow rapidly.
- Integration of advanced machine learning, big data analytics, and concepts such as behavioral analytics into EDR solutions have opened wide growth avenues for vendors present in the industry.
- High innovation cost associated with EDR solutions along with budget constraints at the enterprise end is one of the restraining factors in the EDR market.
- Addressing the complexity of advanced threats targeting endpoints is the biggest challenge that organizations are facing in the endpoint security market.

The growth of the EDR market is propelled by the increasing integration of mobile and web applications and platforms across enterprises. Businesses have become more application oriented, as these applications are integrated into devices and platforms to let users interact with each other as well as outside the organization. However, such applications form a top attack vector for cybercriminals. Users are more prone to make use of web and mobile applications very frequently for various activities such as banking, reservations, and social media, making them susceptible to security threats. Moreover, vulnerabilities in the application code over the endpoint might lead to data breaches and network intrusions.

The growth in the market is expected from the evolution of next-generation EDR solutions with machine learning integration, customizable solutions, increased adoption among SMEs, and rising demand across verticals such as BFSI, aerospace & defense, and healthcare. These factors have invited an extensive list of venture funding, collaborations, and partnerships among the EDR vendors, to provide end users with fully integrated and dedicated EDR solutions. The high growth potential in emerging markets such as APAC and MEA makes this market more competitive. However, the high cost of innovation and budget constraints and lack of awareness regarding internal and external cyber security threats are hindering the growth of this market.

## NEED TO MITIGATE IT SECURITY RISKS ACROSS INDUSTRY VERTICALS EXPECTED TO DRIVE THE ENDPOINT DETECTION AND RESPONSE MARKET



Source: Information Security Research Association (ISRA) and MarketsandMarkets Analysis

EDR solutions and services deployed over workstations is estimated to dominate the market with the largest market share in 2016; while solutions and services deployed over mobile devices is projected to grow at the highest CAGR over the forecast period, as most of the enterprises are encouraging the adoption of BYOD trend to boost their employee productivity at workplaces. Deployment of EDR across financial instruments and devices such as the POS terminals is expected to show significant growth owing to the increasing instances of security breaches on POS environments by cybercriminals using variants of the same malware.

Furthermore, the implementation services segment holds a major share of the EDR services industry. The consulting services segment is projected to grow at the highest CAGR and is expected to gain traction over the forecast period. The BFSI industry vertical holds a major share of the market in 2016, and is also expected to grow at the highest CAGR over the forecast period. Vendors are majorly focusing on enhancing their solution and service offerings in the EDR market and are launching innovative products and enhancements to establish a competitive advantage over others.

North America is expected to hold the largest share of the EDR market from 2016 to 2021, owing to the early adoption of innovative cyber security technologies across various industry verticals in the region. APAC and MEA regional markets offer promising growth avenues owing to rise in the demand for EDR solutions and services primarily due to increasing awareness regarding cyber security threats and rising adoption of such solutions across SMEs in the region, thus driving the demand for such EDR solutions.

## KEY INNOVATOR PROFILE

Following is the company profile that we've have included in the final version of our report.

### ROMAD CYBER SYSTEMS

Founded in 2009 and headquartered in Virginia, U.S., ROMAD Cyber Systems specializes in threat detection and response, antimalware remediation, and next-generation threat detection. ROMAD stands for Robust Malware Detector. ROMAD Cyber Systems utilizes machine learning techniques to detect and protect against future threats, whose signature or patterns are not available. ROMAD Malware Detector is a U.S. patent product, which safeguards endpoints by preventing threats on the endpoints. ROMAD offers its TrueProactive Endpoint Defense, which utilizes the patented malware genome sequencing technology to provide advanced threat detection. This cannot be provided by the traditional signature-based antivirus and anti-malware solutions. ROMAD delivers best-in-class threat detection solutions to SMEs and large enterprises.

### ROMAD CYBER SYSTEMS: COMPANY SNAPSHOT

COMPANY AT A GLANCE	
Founded:	2009
Headquarters:	Virginia, U.S.
Ownership:	Private

*Note: This is a privately held company. Hence, no financial information is available in the public domain.*

*Source: Company Website*

ROMAD Cyber Systems provides the following solutions:

- ROMAD TrueProactive Endpoint Defense – It utilizes patented malware genome sequencing technology to detect advanced threats and eradicate them. Machine learning methodologies, such deep learning and neural networks help in signature-less detection. ROMAD tries to counter and remediate the threat before even it is created.

ROMAD Cyber Systems is looking forward to enhance its EDR portfolio by the launch of TrueProactive Threat Disruption platform. The platform will be based on the patented malware genetics technology. The company will also be looking for technological partnership, in order to strengthen its position in the EDR market. The company was also selected as a winner for Security Current's Security Shark Tank Cupertino by the chief information security officers.

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