RSA®Conference2016

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Connect to Protect

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Panel Session
Wake-Up Call: Do Industry Analysts Actually Stifle Security Innovation?

#RSAC

Session Panelists

Rick Gordon, Managing Partner, MACH37 Cyber Accelerator

Pete Lindstrom, VP Security Strategies, IDC

Adrian Sanabria, Sr. Analyst, Enterprise Security Practice, 451 Research

**Rick Holland, Former VP and Principal Analyst, Forrester Research
Current Vice President of Strategy, Digital Shadows**

Pressing Questions for the Panelists

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- Is there a role that industry analysts should assume in promoting adoption of new security product categories?

- How can analysts help or hurt the rate of adoption of important new product categories?

- Let's talk about the Gartner Magic Quadrant (MQ). Many would suggest that if there isn't a MQ for a product category, then the mainstream market won't budget for it. Is that true? Has Gartner gained too much leverage in this influencing dynamic?

- Security product innovators continue to develop new categories of products to address a rapidly evolving threat. Is the velocity of this innovation overwhelming the analyst product release cycle?

- Is it more difficult for a startup to succeed if it does not fit squarely into a covered market segment? Do you agree or disa gree and why? How would you recommend products without Gartner's MQ message their value propositions?

- Is there ever a willingness in the analyst community to admit, "The stuff we told you to buy two years ago doesn't actually work now?"

- What do you believe the next logical product categories to emerge should be?

- How have you positively or negatively impacted the adoption rate of new products/capabilities within your customer base?

- For innovative startups who don't have a massive budget for analyst relations marketing, is there a proper way to approach an industry analyst to get help?

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