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Magic Quadrant for Enterprise Data Loss Prevention

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Security and risk management leaders purchase on-premises enterprise DLP to solve for either organizationwide regulatory compliance or to better protect specific types of intellectual property, while monitoring emerging cloud DLP capabilities.

Strategic Planning Assumptions

By 2022, 60% of organizations will involve line-of-business owners when crafting their data loss prevention (DLP) strategy, up from 15% today.

By 2020, 85% of organizations will implement at least one form of integrated DLP, up from 50% today.

By 2022, a majority of DLP market revenue will be driven by integrated DLP products, as opposed to enterprise DLP systems.

Market Definition/Description

Gartner defines the DLP market as those technologies that, as a core function, provide remediation for data loss based on both content inspection and contextual analysis of data:

- At rest on-premises, or in cloud applications and cloud storage

- In motion over the network

- In use on a managed endpoint device

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