Adoption drivers of Pervasive Encryption

Karl J. Duvalsaint

Regulatory compliance concerns, data breaches and adoption of disruptive technologies are fueling interest and adoption in encryption products and services. According to IDC, “the worldwide market for endpoint encryption will grow at a compound annual growth rate (CAGR) of 3.9% over the forecast period, from $608.6 million in 2017 to more than $735 million in 2022.”

**Regulatory compliance -** The European Union General Data Protection Regulations(GDPR) took full effect on May 25 2018, and established requirements for protecting personal data. Potential penalties range from warnings and reprimands to legal orders and fines. GDPR is already fueling data security product sales in Europe and will set significant investment in data discovery, classification, encryption, and other data governance products in North America. Businesses need to assess their risks and make plans to mitigate accordingly. Pervasive encryption technology is best suited to offer much needed compliance.

**Data Breaches** - Maintaining its position as the most significant area of technology focus for the third consecutive year, 32% of respondents cited cybersecurity as their organization’s number one initiative for 2017. This should come as no surprise given the continued business executive level focus on security spurred on by the thousands of reported data breaches in 2016 of U.S. companies and government agencies exposing more than 4.2 billion records. Pervasive encryption technology, offers the mitigation strategy that ensures that data at rest, if breached, will not be in the clear.

**Digital Transformation** - IDC predicts worldwide spending on digital transformation technologies to increase at a CAGR of 17.9% by 2021 to more than $2.1 trillion. Public cloud and private cloud mix continues to drive transformation strategies, forming hybrid clouds. Enterprises continue expending their ecosystem to take advantage of their existing data and at the same time exploit new capabilities offered by cloud-native applications.

As more data is collected and as it grows exponentially, the more likely that corporate data will be stored in distributed database repositories of these hybrid clouds. Pervasive encryption techniques, with minimum CPU resources consumption, reduces the risk that hybrid cloud data could be exposed in the clear.

References

[Worldwide Endpoint Encryption Forecast, 2018–2022,](https://www.idc.com/getdoc.jsp?containerId=US43488218&pageType=PRINTFRIENDLY#US43488218-E-0008) By: [Robert Westervelt](https://www.idc.com/getdoc.jsp?containerId=PRF004473), [Frank Dickson](https://www.idc.com/getdoc.jsp?containerId=PRF004767), [Sean Pike](https://www.idc.com/getdoc.jsp?containerId=PRF004314)

[2017 IT Spending Intentions Survey](https://ibm.northernlight.com/document.php?trans=view&docid=IA20170410450000024&datasource=IBM&context=BNES), by Bill Lundell, Enterprise Strategy Group