

2021 ZERO TRUST MARKET DYNAMICS

In July 2021, Dr. Chase Cunningham—aka Dr. Zero Trust—conducted a survey of nearly 1,300 security and risk professionals to learn their views of the Zero Trust framework and explore their plans for adoption.

DRIVING FORCES



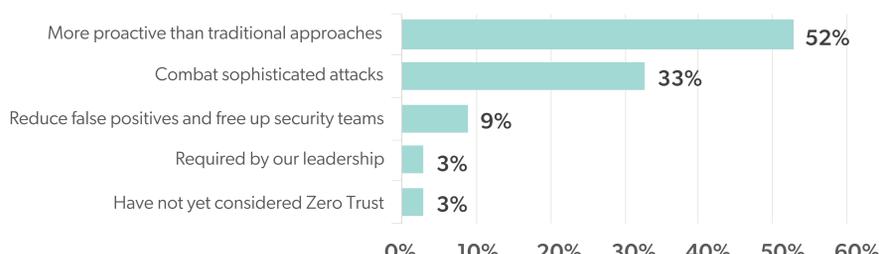
of respondents indicated that their company sees Zero Trust as necessary



of respondents agree that Zero Trust will either stop attacks or limit their success

Zero Trust's proactive characteristics and its ability to combat sophisticated attacks are the major drivers

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



HEADWINDS

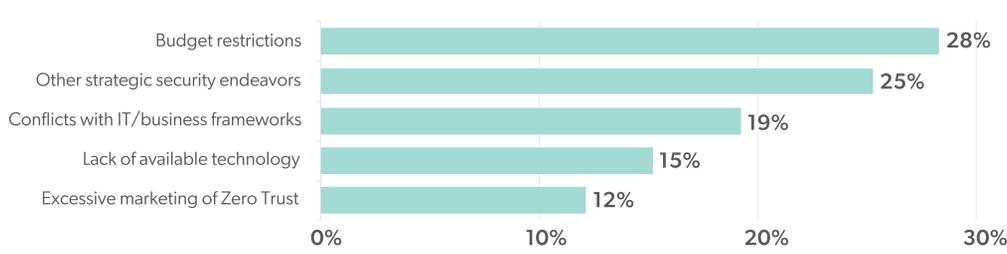


Budget restrictions were cited as the number one reason why Zero Trust initiatives would be delayed



Other strategic security endeavors may also delay Zero Trust initiatives by consuming resources

My company would delay Zero Trust initiatives because of...



“Everyone always asks about what should you do. I think you should look at what you don’t want: staying in that old, archaic approach of doing what we’ve done for the past 30 years. **People in leadership positions need to be the initiators of the move to ZT**—otherwise it’s a matter of **when** and **how bad**.”

—Dr. Chase Cunningham

TECHNICAL DIFFICULTIES

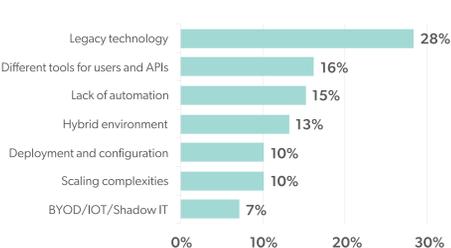


of respondents cited legacy technology as their biggest hurdle

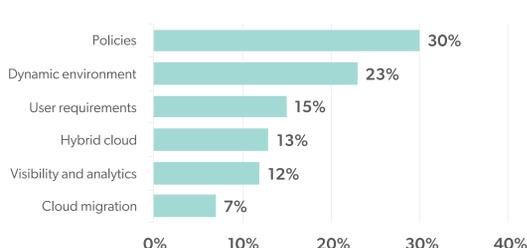


Respondents see managing policies and enforcing Zero Trust within dynamic environments as the most significant technical challenges

My biggest technical hindrance for Zero Trust is...



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



“You have to be able to take care of the policy, because that is what is interoperable across disparate pieces of infrastructure. By having policy controls and being able to act on anomalies, you are able to direct counters to the threats as they are presented to you. And that’s a very effective place to be in a defensive posture.”

—Dr. Chase Cunningham

FULL SPEED AHEAD

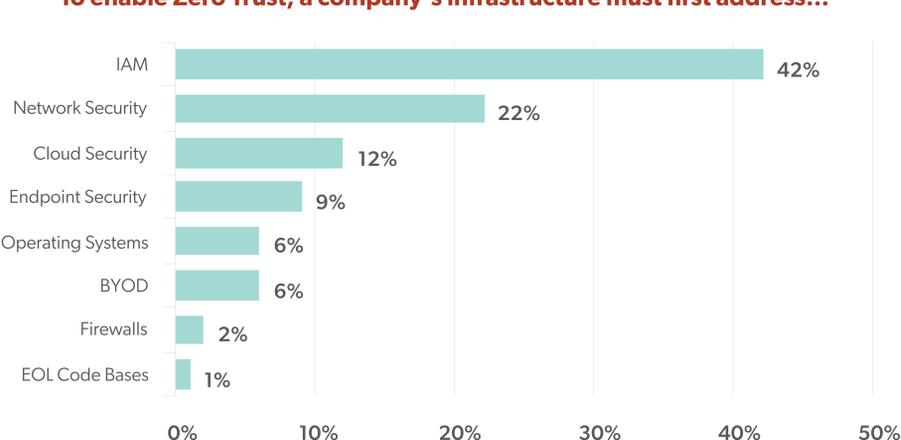


of companies plan on moving to enable Zero Trust in the next year



See addressing Identity and Access Management (IAM) as a crucial first step

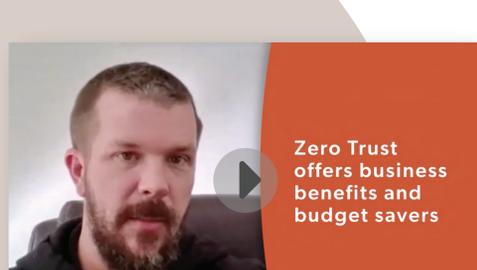
To enable Zero Trust, a company's infrastructure must first address...



“If you look at the history of exploitation, you look at how things go from bad to worse, you look at ransomware—all these other factors—there’s a key trend: the use of accesses and privileges. So **if you’re going to solve a problem first, solve Identity and Access Management.**”

—Dr. Chase Cunningham

Q&A WITH DR. CHASE CUNNINGHAM



Interested in learning more about Zero Trust and how to increase your ZT maturity? Appgate’s George Wilkes recently spoke with Dr. Chase Cunningham about the 2021 Zero Trust Market Dynamics survey.