

 IDC FutureScape

Building Secure and Trusted Organizations in the Era of AI Everywhere

Christian Fam

Research Manager - Trust and Security

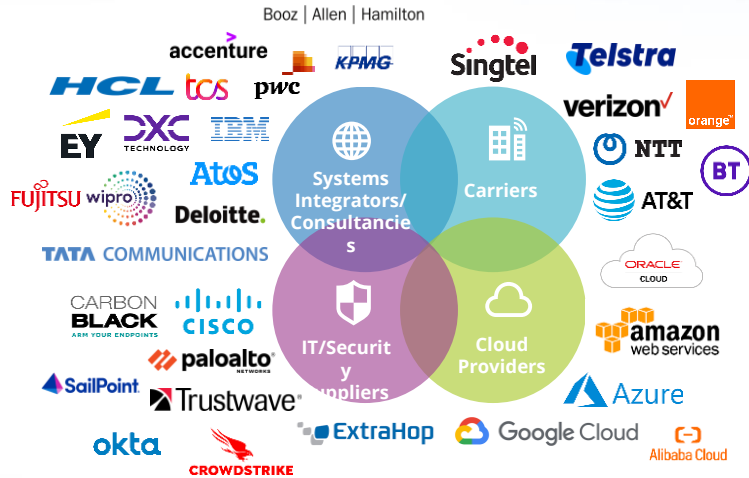
IDC Asia/Pacific




About the Excerpt

This is an excerpt of the Analyst Presentation by Christian Fam, Research Manager - Trust and Security, IDC Asia/Pacific at the IDC FutureScape Asia/Pacific 2024 event held in Singapore last 3 November 2023 and the Actionable Guidance from relevant IDC FutureScape (prediction) reports for Asia/Pacific Japan.


AI-Infused Landscape of Security Service Providers




How Security Service Providers Are Utilizing AI




Systems Integrators (SIs)/Consultancies are using data-led models and embedding AI into security service offerings to drive business value.



Carriers or telecom SPs are harnessing the power of AI for secure data handling and to gain threat insights from the vast amounts of data traversing the network.



Cloud providers are employing AI to securely set-up multiple cloud instances that are compliant with data regulations.



IT/Security suppliers are creating AI-powered solutions and platforms to enable faster and more accurate analysis for better decision making in an event of an incident.

Note: This is not an exhaustive list of security vendors and security SPs but an indicative list of key players in the region. Additionally, some of the players are in multiple segments of the security market

Source: IDC, 2023

Cyber Risk Quantification

IDC
Prediction

By 2026, 30% of organizations will use quantification models to attach a dollar figure to cyber-risks and seek vendors with incident response data to calculate probability and dollar amounts.

Cyber Risk Quantification

IDC
Prediction

By 2026, 30% of organizations will use quantification models to attach a dollar figure to cyber-risks and seek vendors with incident response data to calculate probability and dollar amounts.

- **Data security and privacy** are the most important and crucial control points in security and risk management.
- **Risk quantification** helps organizations paint a picture of what needs to be done to secure customers' data but also assists in informed decision making through cost-benefit analysis.
- Organizations are **expected to seek vendors equipped with robust incident response data** to enhance their quantification models, which will help them develop more accurate risk assessments.
- **To substantiate IT security investments, risks must be quantified** since risk forms the foundations for trust.
- **Yet, at the AP level, AP organizations are still deeply rooted into the traditional process of risk management** and therefore the uptake for cyber risk quantification is lower as compared to WW levels.

Generative AI for Security Operated Centers (SOC)

 IDC
Prediction

By 2024, 25% of A2000 will deploy GenAI on first-party data in their SOCs for detection and response to uplevel analysts while addressing hallucinations, bias, privacy, and reinforced learning concerns.



- **The application of AI technology**, including machine learning, deep learning, predictive AI and generative AI in the SOC can effectively improve detection and response efficiency.
- In an era where security professionals are scarce, **gen AI** is going to be the next piece of the puzzle **to alleviate the gaping hole in the security space**.
- The goal is to **leverage GenAI** as a powerful tool within SOCs, ensuring not **only improved security outcomes but also a mindful and responsible approach to potential ethical considerations and privacy implications**.
- **Innovative security vendors are strategically combining predictive and GenAI to gain a deep understanding of tapping into predictive models** behind generative AI, resulting in improved security data and better outcomes.

Actionable Guidance for Technology Buyers

Explore the potential possibilities of consistently **improving and augmenting security operations with GenAI**, especially if talent management is a consistent struggle.

Start small by identifying use-cases and tasks that are appropriate for augmentation

Since GenAI for security use cases are still maturing, **engage with reputable third-party vendors and partners** that have expertise in GenAI for the SOC.

View GenAI not **as** a disruptor, but an **enabler and competitive differentiator**.

When implementing SOC products featuring AI functionalities, **organizations must also take into account concerns related to data security, safeguarding privacy, and ethical considerations**.

Call to Action for Tech Vendor Marketing Leaders

Positioning for Success

- **Curate targeted industry-specific marketing campaigns depicting the matured industries and their security spendings** and, for example, how important it is for some industry verticals such as those that deal with PII/PHI data to be compliant and adherent to changing regulations.
- **Messaging should be clear and around attaining greater visibility for security solutions/frameworks/tools and automation use-cases** leading to actionable insights for business benefits.
- Tech marketing leaders can also **aim at curating regulation-specific marketing campaigns with the sole purpose of creating awareness.**
- **Develop case studies** to showcase how specific AI-based security solutions are easily manageable and can provide comprehensive insights, without disrupting the client's ecosystem. Local customer success stories will help drive the point home.
- **Amplify success stories** that drive efficiency, productivity, resilience and secure customer landscape and their digital story with the help of technology adoption.

Recommended Resources

Watch On-Demand



Replay Live feed analyst fireside session recording on-demand.

Jump to timecode - 1:23:01 to listen Christian Fam on Trust and Security Impact

[Click to Watch>>](#)

Read Full report



To read the full report, access IDC FutureScape: Worldwide Future of Trust 2024 Predictions — Asia/Pacific (Excluding Japan) Implications, December 2023

[View Report](#)



International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG), the world's leading tech media, data, and marketing services company.

To learn more about IDC, please visit www.idc.com/ap. Follow IDC on X at [@IDCAP](https://twitter.com/IDCAP) and [LinkedIn Asia/Pacific](https://www.linkedin.com/company/idc-asia-pacific).

Terms of Use: Except as otherwise noted, the information enclosed is the intellectual property of IDC, Copyright 2024. **Reproduction is forbidden unless authorized;** contact ap_permissions@idc.com for information. All rights reserved.





For Additional Information, contact

Tessa B. Rago
VP Marketing,
IDC Asia Pacific Japan
Email: trago@idc.com



IDC.com



linkedin.com/company/idcap



twitter.com/IDCAP



blogs.idc.com