



2018

Enterprise Management Associates Research Calendar



*IT & DATA MANAGEMENT RESEARCH,
INDUSTRY ANALYSIS & CONSULTING*

2018 EMA™ Research Studies

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2018 EMA™ Research Studies

APPLICATION AND BUSINESS SERVICES

The Digital War Room in the Age of Cloud and Agile: An Oxymoron or a Next-Generation Reality?

Quarter 4, 2017

Dennis Drogseth, VP Research
IT Megatrends, Analytics, and CMDB Systems

This research will examine the technology adoption and communication needs of the “new war room.” It will focus on how technologies such as advanced IT analytics (AIA), automation, workflow, knowledge management, and social IT are beginning to transform the processes of incident management, problem management, triage, remediation, and application/infrastructure optimization.

It will examine the organizational implications of the “digital war room,” as well as look at how integrated support groups outside of Operations, such as ITSM and Development, are beginning to change the “war room” picture. Finally, this will address the very real impacts of digital transformation, cloud, and agile on the new war room.

DevOps 2020: Enterprise Perspectives and Vendor Leadership Drive the Way Forward

Quarter 4, 2017

Steve Hendrick, Research Director
Application Development and Management

DevOps may now be embedded in corporate culture, but the rapid rate of change in technology creates challenges that vendors are racing to address with new tools and services.

This research is anchored by a worldwide survey of IT decision-makers and focuses on what tools and DevOps capabilities they are currently using, their existing limitations and challenges, and what capabilities they will be adding in 2018, 2019, and beyond. The findings from this survey will drive prescriptive advice for enterprises while helping shape roadmap decisions for vendors. Findings from this survey combined with analyst evaluation will result in “EMA Top 3” designations for vendors across a variety of markets as well as “EMA Innovator” awards.

Next-Generation Asset Management (NGAM) and IT Financial Analytics, Part II: Optimizing IT Value in a World of Change

Quarter 1, 2018

Dennis Drogseth, VP Research
IT Megatrends, Analytics, and CMDB Systems

This research will focus on the latest trends directed at leveraging investments in IT service management (ITSM) and IT asset management (ITAM) to reflect how IT organizations are leveraging common data sets, analytics, and automation for optimizing both CapEx and OpEx efficiencies.

The research will compare 2018 data with data from 2016 and 2014 for trending, but will focus distinctively on current priorities in software asset management, advanced financial analytics, application portfolio planning, and the growing requirements to optimize ITAM in the face of virtualization, cloud, agile, and mobile. It will also address increasing demands for lifecycle IoT support as well as integrated security and compliance. The research will examine metrics, processes, best practices, and shifting organizational models in context of changing needs in technology adoption.

2018 EMA™ Research Studies

APPLICATION AND BUSINESS SERVICES

The EMA DevOps Maturity Model: How to Achieve DevOps Operational Excellence

Quarter 1, 2018

Steve Hendrick, Research Director
Application Development and Management

The wide fragmentation of the DevOps market and the rapid rate of technological change make it extremely difficult for enterprises to make well-informed decisions regarding how they can improve their DevOps methodology and processes.

This groundbreaking research, driven by a worldwide survey of IT decision-makers, will capture current and planned enterprise DevOps strategies, spending, capabilities, and tools. This data will enable the development of an EMA DevOps maturity model and end-user assessment tool. This interactive tool will allow enterprises to assess their DevOps maturity level and receive guidance on improving their maturity. It will also autogenerate an RFI, including vendor information of interest in exchange for registration information. The findings of this research and the interactive tool will be made available across a variety of key media sites.

This maturity model provides sponsoring vendors with an opportunity for a significant level of DevOps specific visibility and qualified demand generation data.

Advanced IT Analytics in Real-World Adoptions: Is 2018 the Game-Changing Year?

Quarter 2, 2018

Dennis Drogseth, VP Research
IT Megatrends, Analytics, and CMDB Systems

This new advanced IT analytics (AIA) research from EMA will build on past AIA research, including work done in 2014 and 2016 and the EMA's AIA Buyer's Guide in 2017, taking a closer look at real deployment priorities and lessons learned across two key use cases.

1. Analytics to support **cross-domain service performance**, including but not restricted to cloud and/or agile/DevOps initiatives
2. Analytics to support **change management and/or capacity management and infrastructure optimization**, including but not restricted to the move to cloud and/or agile/DevOps initiatives

This unique research will only target **active** analytics deployments to assess what technologies, approaches, and brand preferences predominate for these two use cases. Processes, benefits, obstacles, metrics, stakeholders, and organizations will also be examined. Finally, and most importantly, this research will examine to what degree priorities in AIA adoptions have shifted in the last two years in terms of the adoption of third-party (versus in-house) solutions—and what factors are behind those changes.

How Operational Visibility and Analytics Are Changing Application Management

Quarter 2, 2018

Steve Hendrick, Research Director
Application Development and Management

Peter Drucker famously said, "If you can't measure it, you can't improve it." In the digital economy, this idea has given rise to a variety of vendors doing real-time data collection of a myriad of KPIs from packets, logs, transactions, and events that forms the foundation for all modern approaches to application management and application performance management (APM). But process improvement only comes from insight—and this is where analytics is becoming a game changer.

This worldwide research evaluates current and future enterprise strategies regarding operational visibility and analytics along with tool use, benefits, challenges, and satisfaction. The findings from this survey will drive prescriptive advice for enterprises while helping shape roadmap decisions for vendors. Findings from this survey combined with analyst evaluation will result in "EMA Top 3" designations for vendors across a variety of markets as well as "EMA Innovator" awards.

2018 EMA™ Research Studies

APPLICATION AND BUSINESS SERVICES

Managing Change in the DevOps/Agile Era as Two Traditions Collide

Quarter 3, 2018

Dennis Drogseth, VP Research
IT Megatrends, Analytics, and CMDB Systems

Steve Hendrick, Research Director
Application Development and Management

The word “DevOps” combines development and operations, but these groups have inherently separate cultures, metrics, mindsets, and tools. Moreover, effective change management often resides with IT service management teams for added support in governance, process consistency, and continuity.

This research will address how change management is evolving to support agile and DevOps requirements to optimize speed, relevance, value, and cost-effectiveness in terms of organizational change, process changes, toolset consolidation (or lack thereof), and shared metrics across all teams. It will also address the impacts of cloud, mobile, and digital transformation as part of the underlying technology and business landscape. Shared technology options in terms of discovery, provisioning, automation, and analytics will also be examined in depth.

Application Management: The Key to Managing the Cloud, Containers, Change, and Complexity

Quarter 4, 2018

Steve Hendrick, Research Director
Application Development and Management

The cloud, containers, and modern application development (agile, DevOps, and microservices) are completely transforming the role of IT and creating chaos for IT managers. This worldwide research will evaluate how enterprises are addressing application management today, their objectives and strategies through 2020, and the difference the results between enterprise leaders and followers in application management. The findings from this survey will drive prescriptive advice for enterprises while helping shape roadmap decisions for vendors. Findings from this survey combined with analyst evaluation will result in “EMA Top 3” designations for vendors across a variety of markets as well as “EMA Innovator” awards.

BUSINESS INTELLIGENCE AND DATA WAREHOUSING

Pushing Outcomes to the Edge: IoT Analytics 2017

Quarter 4, 2017

John Myers, Managing Research Director
Business Intelligence and Data Warehousing

The Internet of Things (IoT) and streaming data sources are producing event data at an alarming rate. Organizations are looking at how to take advantage of information resources to impact their internal processes, such as manufacturing or supply chain. Companies are looking at sensor information from their products to find new uses and markets for existing offerings and develop new products and product categories. What will determine if they are ready to make the leap into IoT devices and the new realm of opportunities to capitalize on the competitive advantage that IoT analytics offers?

Building on IoT analytics research published earlier this year, EMA's 2017 IoT analytics research will look at how organizations are capturing sensor and device data and how they analyze that data from both an operational visibility/control approach and a historical analytics perspective. This research will provide visibility into the business and technology drivers of organizations implementing IoT around the globe, as well as insight into the success of those implementations.

2018 EMA™ Research Studies

BUSINESS INTELLIGENCE AND DATA WAREHOUSING

Business-Driven Data Lakes: Big Data 2018

Quarter 1, 2018

John Myers, Managing Research Director
Business Intelligence and Data Warehousing

As organizations aim to differentiate their business models, they increasingly turn to data-driven strategies to increase revenues, more effectively target consumers, and discover new means to lower operational costs. These data-driven organizations are making data the core input or “fuel” of their business models, as opposed to the “exhaust” from internal and external transactions. They are accomplishing this by using data from multiple internal sources, such as operational support systems (like billing, customer care, and supply chain management), and reaching out to external sources, such as third-party data brokers, geolocation mapping services, and external payment platforms. But where does this “fuel” come from? Organizations have been building and implementing the next generation of data management environments—the data lake to make this data-driven vision a reality.

The EMA™ Hybrid Data Ecosystem (HDE) provides a logical framework to link data lakes with various underlying data platforms that support enterprise and multi-structured data to speed the implementation of business requirements. The HDE framework helps enterprises break down the complexity associated with these big data implementations within an organization’s overall data landscape to meet core business objectives.

In this research report, EMA will provide trending information from over five years of big data implementations from end users around the globe. Business, technology, and financial drivers of those organizations will be explored, as well as how organizations implement metadata management, advanced analytics, and streaming integration to best utilize their HDE environments, such as data lakes to achieve business objectives. The report will also delve into different data consumers and stakeholders of big data implementations and how they orient their business projects with data lakes and the HDE.

Emergence of the CDO: Strategic Data Governance

Quarter 2, 2018

John Myers, Managing Research Director
Business Intelligence and Data Warehousing

In the past, data governance and data stewardship were important, but not critical to the operations of an enterprise. Data governance strategies were very tactical in nature, and master data management (MDM) implementations were often hamstrung by the structure of the underlying technologies, which could take 12–18 months to implement data governance and quality rules for customer information. And after this, the monitoring and management of the policies was usually difficult and often handled as an afterthought in terms of staffing.

With new rise in importance of the Chief Data Officer (CDO) and strategic data governance, perceptions about such topics as data quality, data stewardship, MDM, etc. have changed. Organizations are taking a new look at how they can manage their data better, more efficiently, and less expensively, and there is an emergence of new technologies and architectures for meeting this challenge. Now there are very different ways of approaching both.

This research addresses the following questions:

- How are organizations with data-driven strategies raising the visibility of data governance to the C-suite?
- Where do organizations and technologies stand on the implementation of data governance and MDM?
- What are the challenges, both business and technical, standing between organizations and success?

2018 EMA™ Research Studies

BUSINESS INTELLIGENCE AND DATA WAREHOUSING

Automating Your Decision Management: Machine Learning and Advanced Analytics

Quarter 3, 2018

John Myers, Managing Research Director
Business Intelligence and Data Warehousing

The practice of machine learning is growing in importance not only for organizations but also for those providing data science “services” to achieve success in machine learning and advanced analytics. Yet, the practices of machine learning have many moving parts associated with them, including transformation, profiling, analysis, processing, and evaluation, in addition to the challenges of streaming data sources and automated decision management. Bringing all of these elements together can be daunting for organizations hoping to scale their data science teams to meet the challenges of data-driven business stakeholders and corporate strategies.

In this research, EMA will profile machine learning best practices and lessons learned from companies on their data science journey. Organizations will gain insights into how those data science teams get started with machine learning and attributes associated with successful (and not so successful) initiatives, as well as which tools and platforms contributed to those advanced analytics programs.

Aligning Employees With Your Data: Trends in Visual Analysis

Quarter 4, 2018

John Myers, Managing Research Director
Business Intelligence and Data Warehousing

Moving from a reactive organization to a proactive one means embracing the inclusion of data and information in everyday operations. By integrating information from internal data sources in real-time and incorporating external data to provide a truly 360-degree view of business operations, companies can move past simply responding to trends and their competition. These organizations, armed with data and information, can plot their path in terms of business opportunities and customer experiences. Whether by enabling understanding of customer value during customer care interaction or by providing up-to-date inventory information when fulfilling customer orders, a higher level of increasingly sophisticated information can increase competitive advantage.

In this research, EMA will examine how organizations are using visual analytics such as dashboards, data storytelling and infographics to enable their employees, partners, and customers to become more engaged. Employees in data-driven organizations are asking for access to more and more information. But what is the way to present information to front-line employees with operational responsibilities? How can you protect your data and empower your partner ecosystem with your data? How can you share information with your customers without impacting their customer experience and impression of the corporate brand? What are the best practices of companies that have been successful? And what are the lessons learned from organizations who have tried and failed to push information beyond their traditional business intelligence and analytics boundaries?

2018 EMA™ Research Studies

ENDPOINT AND IDENTITY MANAGEMENT RESEARCH

EMA Top 3: Addressing Priorities for Identity and Access Management in 2018

Quarter 1, 2018

Steve Brasen, Managing Research Director
Endpoint and Identity Management

As mobile workforces increasingly rely on access to business applications, data, and services distributed across a variety of hybrid enterprise and cloud hosting environments, the organizational challenges associated with ensuring the security of IT resources are increasing. Identity and access management solutions provide essential tools for ensuring only authorized users are able to access, utilize, and share business content and services.

EMA has identified hundreds of vendors offering identity and access management solutions and services. To assist organizations with purchasing decisions, EMA will conduct an in-depth evaluation of the solutions offered in this space to identify leaders that address current challenges and requirements for identity and access management. For each identity and access management priority, the top three solution providers will achieve award recognition.

Responsible User Empowerment: Enabling Privileged Access Management

Quarter 2, 2018

Steve Brasen, Managing Research Director
Endpoint and Identity Management

It has become almost commonplace for organizations to grant unlimited access to end users so they can manage their own desktop, laptop, and mobile devices. Unfortunately, this fact is frequently exploited by malicious attackers who use techniques such as phishing, spyware, and ransomware to trick users into providing them with their unrestricted credentials enabling access to systems and data.

In this primary research, EMA will conduct a survey of organizations across a wide range of industry verticals and horizontals to quantify the level of risk organizations are assuming in allowing open access to enterprise devices, systems, and services. Additionally, the key challenges to mitigating risks will be explored, and optimal solutions for enabling privileged access management will be identified. The research results will also indicate target audiences for privileged access management solutions.

EMA Radar for Unified Endpoint Management

Quarter 3, 2018

Steve Brasen, Managing Research Director
Endpoint and Identity Management



Workforces increasingly access business applications, data, and services from a variety of user devices, including desktops, laptops, smartphones, and tablets. As organizations are challenged to support this influx of heterogeneous devices, they are looking to adopt unified endpoint management solution suites that provide consolidated support for all devices and operating systems employed by their end users.

This “EMA Radar Report” will help provide purchasing guidance to organizations seeking to adopt a unified endpoint management platform by comparing leading solutions side by side. Included will be evaluations of the solutions’ breadth of functionality, cost effectiveness, architecture, integration, deployment, administration, and vendor strength. Value leaders will be identified, and innovators will be recognized with awards.

2018 EMA™ Research Studies

ENDPOINT AND IDENTITY MANAGEMENT RESEARCH

Passwordless Authentication: Bridging the Gap in Endpoint Security

Quarter 4, 2018

Steve Brasen, Managing Research Director
Endpoint and Identity Management

The weakest link in enterprise security is an overreliance on passwords, and yet this continues to be the primary method organizations use to grant access to business applications, systems, data, and services. Users rarely change passwords, often fail to create strong passwords, and may use the same password for multiple accounts, making them easy to exploit by malicious attackers. Additionally, users' responsibility for managing, changing, and resetting passwords is a significant inhibitor to their productivity.

EMA will conduct survey-based research to identify the primary challenges and risks associated with password dependence. Additionally, alternative methods of authentication—including device, behavioral, and biometric authentication—will be explored to determine their effectiveness and to help define best practices for authentication management. Surveyed respondents will include knowledgeable IT professionals from a broad range of industries to identify the market segments most in need of authentication management improvements.

HYBRID CLOUD, CONTAINERS, SERVERLESS, MACHINE LEARNING AND AI

EMA Decision Guide and Innovators Report: Optimize IT Operations and DevOps Through Machine Learning and Artificial Intelligence

Quarter 1 2018

Torsten Volk, Managing Research Director
Hybrid Cloud, Software Defined Infrastructure and
Machine Learning

Modern IT must support the transformation of the enterprise into a digital attacker by conclusively addressing three key requirements: rapid and continuous release of new software features, fast and cost-efficient experimentation with new software capabilities, and achieving release and experimentation without additional staff. These three capabilities are needed by enterprises of any verticals and size to be successful in today's competitive marketplace. Machine Learning and Artificial Intelligence (ML/AI) will be the key enabler of this digital transformation, since it provides the intelligence and automation needed for a radically business-centric DevOps and IT operations approach.

This EMA research report will provide enterprises with clear and specific guidance regarding the vendors and products they should consider as they optimize their hybrid cloud and container management strategy, optimally facilitating the digital transformation of the entire enterprise. The report will name EMA Innovators that show a strong solution and a clear vision for how ML/AI can make IT operations and DevOps more efficient and business-driven.

EMA Buyer's Guide: Hyperconverged Infrastructure as the Foundation for Hybrid Cloud, Containers, DevOps, and Machine Learning

Quarter 2, 2018

Torsten Volk, Managing Research Director
Hybrid Cloud, Software Defined Infrastructure and
Machine Learning

Current hyperconverged infrastructure is all about simplifying IT operations to lower OPEX and increase speed and agility. Modern hyperconverged systems go significantly beyond providing centralized management for compute, storage, networking, virtualization, security, and containers. These solutions offer highly automated infrastructure for policy-driven application deployment, independent from the underlying data center or cloud infrastructure.

The "EMA Buyer's Guide for Hyperconverged Infrastructure" examines the hyperconverged systems that are the best fit for the different types of enterprises with different strategic goals, staff skills, and infrastructure integration requirements.

2018 EMA™ Research Studies

HYBRID CLOUD, CONTAINERS, SERVERLESS, MACHINE LEARNING AND AI

EMA Top 3 Enterprise Decision Guide: 10 Priorities in Hybrid Cloud, Container Management, DevOps, and Machine Learning

Quarter 2, 2018

Torsten Volk, Managing Research Director
Hybrid Cloud, Software Defined Infrastructure and
Machine Learning

EMA will select its EMA Top 3 vendors in key categories such as container management, hybrid cloud management platforms, serverless functions, machine learning, and hyperconverged infrastructure. The empirical foundation for the EMA Top 3 report is based on 200-300 enterprises, providing granular insight into IT operations-related pain points, bottlenecks, and investment priorities.

Enterprise customers will be able to leverage this report to inspire, guide, and validate their decision process. The report will point them toward the EMA Top 3 vendors in each category and provide them with questions to ask and items to validate during the purchase process.

Market Guide: Optimizing Data Center and Cloud Infrastructure for DevOps and Containers

Quarter 3 and Quarter 4, 2018

Torsten Volk, Managing Research Director
Hybrid Cloud, Software Defined Infrastructure and
Machine Learning

DevOps places a new set of requirements on data centers and cloud infrastructure. These requirements all focus on achieving a compliant, secure, and cost-effective pathway toward overcoming the traditional antagonism between faster releases and SLA-directed operations management.

This “EMA Market Guide” provides a checklist for enterprises to optimally transform their IT and development organizations to facilitate a cost-efficient, tightly governed, and highly automated DevOps pipeline. The report will be based on empirical research data, and present enterprise customers with vendor products and solutions that best address the pain points, bottlenecks, and investment priorities derived from this data.

NETWORK MANAGEMENT

EMA Innovator Awards: Networking

Quarterly/Semiannual

Shamus McGillicuddy, Senior Analyst
Network Management

The EMA Innovator Award recognizes vendors whose product innovations have truly advanced the networking industry. On a rolling basis, EMA will publish a report recognizing new and updated products that address the most critical requirements of today’s network managers. Publication schedule will be driven by vendor innovation.

Network Management Megatrends 2018

Quarter 1, 2018

Shamus McGillicuddy, Senior Analyst
Network Management

EMA’s biannual “Network Management Megatrends” research examines how new technologies and initiatives affect and transform enterprise network infrastructure teams. More importantly, it tracks how network management tools and practices are evolving.

Every two years EMA renews this research to identify new network management requirements, challenges, and priorities. This report is the benchmark for the network management tool industry. Megatrends that will be explored in 2018 may include DevOps, network automation, multicloud architecture, convergence of network operations and security operations, and digital transformation.

2018 EMA™ Research Studies

NETWORK MANAGEMENT	
<p><i>Network Engineering and Operations in the Cloud Era</i></p> <p>Quarter 2, 2018</p> <p>Shamus McGillicuddy, Senior Analyst Network Management</p>	<p>EMA research has revealed that cloud transformation is impacting network infrastructure teams in countless ways. First of all, 44% of all network traffic now originates from external cloud services and applications. Furthermore, 55% of enterprises prefer to connect their branches directly to the cloud, rather than backhaul cloud-bound traffic through a data center. These findings suggest that enterprises need to architect their networks for the cloud era. They will need to adapt their network monitoring and service assurance tools, too.</p> <p>This new research project will dive into the technological and organizational changes that network infrastructure teams are grappling with as more and more applications are being delivered from the cloud rather than an on-premises data center. Specifically, this research will identify the new engineering and management solutions that networking teams are adopting and the new functional requirements they have for their existing solutions. It will also examine the impact of “shadow IT” initiatives (e.g., cloud adoption led by line of business) on network operations.</p>
<p><i>Capturing Network Data: Network Visibility Infrastructure Trends</i></p> <p>Quarter 2, 2018</p> <p>Shamus McGillicuddy, Senior Analyst Network Management</p>	<p>This research will explore how today’s enterprises are using taps, bypass switches, and network visibility controllers to deliver network traffic to their packet-based network and security monitoring tools. EMA will identify evolving feature requirements and explore emerging trends, such as public cloud visibility solutions, software-centric solutions, and low-cost hardware. The research will also delve into how monitoring tool vendors and visibility vendors deliver added value through new technical integrations and go-to-market partnerships.</p>
<p><i>Next-Generation Wide-Area Networking 2018</i></p> <p>Quarter 3, 2018</p> <p>Shamus McGillicuddy, Senior Analyst Network Management</p>	<p>EMA will revisit its landmark 2016 study, “Next-Generation Wide-Area Networking,” to explore the ongoing revolution in enterprise WANs. This new research will look at the drivers, challenges, and benefits of SD-WAN and branch NFV adoption. It will identify how and why enterprises are expanding their use of broadband internet connectivity to supplement or replace MPLS. And it will examine how all of these changes in the WAN affect the network team’s ability to monitor and troubleshoot the network.</p>
<p><i>War Room Best Practices: How Network Professionals Should Lead Incident Response</i></p> <p>Quarter 4, 2018</p> <p>Shamus McGillicuddy, Senior Analyst Network Management</p>	<p>For years, EMA research has consistently found that the network team often leads cross-domain responses to incidents that affect IT services. When various specialists gather in a room to troubleshoot a problem, the network team usually has to take charge. These war-room response teams are often ad hoc, adversarial, and fragmented. What can the network team do to improve the situation?</p> <p>This new research will identify best practices for incident response. EMA will identify the organizational approaches, tool strategies, and architectural strategies that successful network teams adopt to optimize cross-domain incident response.</p>

2018 EMA™ Research Studies

SECURITY	
<p><i>EMA Top 3 - Endpoint Security Assessments: AI, Behavioral Analytics, and Other Malware Defenses</i></p> <p>Quarter 1, 2018</p> <p>David Monahan, Research Director Security and Risk Management</p>	<p>In this series of research analysis, vendors offering endpoint security detection, prevention, and response solutions will be assessed and compared. The leaders in the various areas will be identified and receive recognition in the review.</p> <p>The “Endpoint Security Top 3” assesses strengths, characteristics, methodologies, and other capabilities of malware detection and prevention vendors to identify how the vendors’ capabilities compare to the hype. This assessment will be performed by the EMA’s analyst team at EMA and may include user research.</p>
<p><i>IT Security Skills Gap: What Security Vendors Can Do to Help</i></p> <p>Quarter 1, 2018</p> <p>Paula Musich, Research Director Security and Risk Management</p>	<p>The IT security skills shortage is not going away anytime soon. With estimates that 3.5 million cybersecurity jobs will go unfilled by 2021, the desire for greater automation of repetitive functions and other workflow streamlining efforts has never been greater. But what exactly do IT security practitioners want from their security suppliers when it comes to automation, integration, and streamlined workflow (besides an exponential reduction in false positives)? This EMA study will detail the wish list of automation and streamlined workflow capabilities that security practitioners have for their suppliers.</p>
<p><i>Security Megatrends</i></p> <p>Quarter 2, 2018</p> <p>David Monahan, Research Director Security and Risk Management</p>	<p>In this end user–driven research, survey respondents will be asked to identify the focal point of security programs across both enterprises and midmarkets and across different industry segments (government, education, manufacturing, education, etc.) What are their most significant challenges both programmatically and technologically? What issues are bugging their security pros? Are external hackers, insider threats, or a general lack of visibility to identify and combat these and other threats the biggest problem? Are security programs properly testing for weaknesses in tools, technology, and users? Are security teams able to work smarter rather than just harder? How are they leveraging automation and analytics to overcome people and skills shortages? The research will address these and many other questions.</p>
<p><i>TLS 1.3 Is Coming: Are Security Pros Ready?</i></p> <p>Quarter 2, 2018</p> <p>Paula Musich, Research Director Security and Risk Management</p>	<p>The implementation and adoption of the next version of the TLS protocol standard is close at hand. As the IETF puts the finishing touches on TLS 1.3, the top web server and browser suppliers are looking to rapidly adopt the new encryption standard. Despite all of the improvements the new specification will bring, it also comes with a catch: It will break a lot of existing security controls that rely on the ability to scan network traffic to look for malware. How are cyber security pros looking to respond? How are they expecting their network and web security vendors to adapt? What are their plans for adoption? This EMA research will address these questions.</p>
<p><i>The Transformation From “Security” to “Risk Management”</i></p> <p>Quarter 3, 2018</p> <p>David Monahan, Research Director Security and Risk Management</p>	<p>Security has an age-old problem: difficulty communicating with business executives. Most security leaders have moved up through the technical ranks, and while they speak “tech-ese” fluently, they are often unable to communicate security issues and needs in business terms. This research delves into this issue and offers insight to help security to change its program and its communication strategies to rise above fighting fires to create a more business-focused programmatic approach. This will require security to identify and quantify business risk in relation to their driving activities and desired funding.</p> <p>This research discusses the challenges and the programmatic changes needed to move into risk-based security management, the needed capabilities, and the change in outcomes.</p>

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SECURITY	
<p><i>Securing IoT: What Security Pros Want and Fear</i></p> <p>Quarter 3, 2018</p> <p>Paula Musich, Research Director Security and Risk Management</p>	<p>The media has painted plenty of scary pictures around both actual and potential IoT breaches, but what is it that security practitioners fear the most when it comes to IoT devices in the workplace? As organizations move forward with their digital transformations, security teams lay their plans for securing IoT devices or securing their environments in spite of these devices. What do security professionals want from their security suppliers? This EMA research will address this and other questions related to security practices in the face of increased IoT adoption.</p>
<p><i>Achieving Hi-Fidelity Security: Tools of the Trade</i></p> <p>Quarter 4, 2018</p> <p>David Monahan, Research Director Security and Risk Management</p>	<p>Every attack starts somewhere. Some network, system, and/or application will be “patient zero.” Which of these elements are vulnerable in your organization?</p> <p>EMA examines how security, network, and application administrators are successfully detecting attacks at each phase of entry, beginning with the perimeter and moving through the network and ultimately arriving at the attack targets. EMA investigates the information sources and tools that provide security analysts the data necessary to identify incursion, reconnaissance, command and control communications, lateral movement, data gathering, and ultimately data exfiltration.</p> <p>To be truly effective, organizations need better telemetry on activities within their environments data, and they need it faster. To be sure, organizations focused on gathering, correlating, and interrogating multiple data types for best relevance and richest context will gain the edge in proactive detection and response.</p>

Learn More

For more information on upcoming EMA research studies, please contact an EMA business development manager at +1.303.543.9500 or sales@enterprisemanagement.com.

About Enterprise Management Associates (EMA)

Founded in 1996, EMA is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA's clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals, and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on [Twitter](#), [Facebook](#), or [LinkedIn](#).