VDC Research
Insights for the Connected World

Press Release

VDC Research Announces Next Iteration of Security & the Internet of Things Market Research Program

Industry response drives third year of data collection and analysis focusing on security risks of connected devices.

Natick, MA (PRWEB) August 28, 2014

VDC Research, the leading market intelligence and advisory firm for the connected world, is pleased to announce another year of forthcoming research in its Security & the Internet of Things (IoT) program. Beginning in Q4-2014 and continuing through Q3-2015, VDC will publish a series of six reports on topics such as embedded security software, IoT security-as-a-service, and security issues in IoT vertical markets.

To help inform industry participants, VDC has posted a webcast on Security & the Internet of Things. This 10-minute presentation briefly covers VDC's research program, including survey data, market sizing, and insightful analysis on security issues for the Internet of Things. In the webcast, VDC's Director of M2M Embedded Software & Tools, Steve Hoffenberg, discusses security aspects unique to the IoT, presents a selection of recent findings from the research program, and describes upcoming research that VDC will be conducting on the topic. The webcast can be accessed here.

“Nearly every category of electronic product is adding connectivity to the Internet of Things,” notes Steve Hoffenberg. “With that connectivity comes security risk. Ultimately, how vendors and users manage that risk will make or break the IoT.”

About VDC Research
VDC Research is a leading technology market analyst firm covering the connected world, focusing on embedded devices and enterprise mobility. Founded in 1971, the firm provides critical market intelligence to the world's leading technology vendors, who rely on its analysts for the data, ideas, and insights they need to make impactful strategic decisions with confidence.

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