



# Analysis of vendors of cyber-security solutions for SMBs: telecoms operator survey



Tom Rebbeck



## About this report

This report provides the assessment of 23 security vendors by telecoms operators. Its focus is on cyber-security products sold to small and medium-sized businesses (SMBs) (that is, companies with up to 1000 employees).

The report also provides recommendations for security vendors on how they can increase their business with telecoms operators, and can help telecoms operators to select security vendor partners.

It is based on Analysys Mason's survey of 34 telecoms operators. The survey was completed in 3Q 2020. The full set of questions, and an overview of the operators sampled, is in the appendix.

### KEY QUESTIONS ANSWERED IN THIS REPORT

- How do telecoms operators rate security vendors on the following measures:
  - overall impression
  - product portfolio and quality
  - pricing
  - ease of doing business with?
- How do security vendors compare to their peers?
- How can security vendors increase their business with telecoms operators?

### CASE STUDIES

- |                         |                 |                       |
|-------------------------|-----------------|-----------------------|
| ▪ Avast                 | ▪ ESET          | ▪ Palo Alto Networks  |
| ▪ Barracuda Networks    | ▪ FireEye       | ▪ Panda Security      |
| ▪ Bitdefender           | ▪ Fortinet      | ▪ SonicWall           |
| ▪ Carbon Black (VMware) | ▪ F-Secure      | ▪ Sophos              |
| ▪ Check Point           | ▪ Kaspersky Lab | ▪ Symantec (Broadcom) |
| ▪ Cisco                 | ▪ McAfee        | ▪ Trend Micro         |
| ▪ CrowdStrike           | ▪ Microsoft     | ▪ Webroot             |
| ▪ BlackBerry (Cylance)  | ▪ NetScout      |                       |

### WHO SHOULD READ THIS REPORT

- Security vendors':
  - strategy teams
  - sales teams that target telecoms operators
  - marketing divisions.
- Telecoms operators':
  - strategy teams
  - product managers
  - heads of enterprise/business/SME/SMB
  - heads of security.

## Executive summary

This report shows how telecoms operators rank 23 major cyber-security vendors in the SMB market. It is based on survey of 34 telecoms operators worldwide.

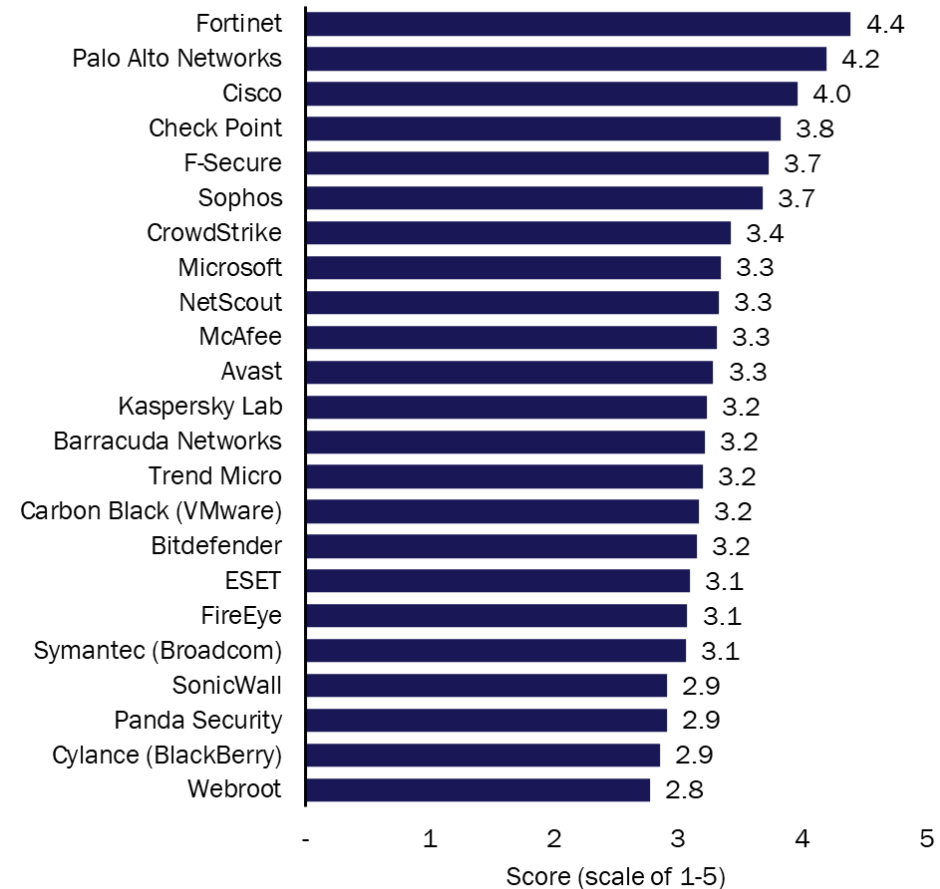
The best performing vendors are those with a network security background (Figure 1) – Fortinet, Palo Alto Networks, Cisco and Check Point – but operators also value F-Secure and Sophos.

The vendors with a score of between 3.1 and 3.4 are struggling to stand out. A small number vendors scored less than 3 on average. The main challenge for these is often awareness – operators do not have a strong opinion of these companies, and their products.

### KEY IMPLICATIONS

1. Vendors with a background in network security are well placed to expand their relationships with telecoms operators.
2. Many endpoint security vendors are failing to differentiate their offers.
3. Awareness is a key problem for many security vendors – they need to improve their marketing to boost sales through the operator channel.

Figure 1: Telecoms operators' 'overall impression' ratings for the 23 vendors featured in this report



Source: Analysys Mason

# Fortinet: Fortinet is the stand out vendor in this survey, with the highest rankings for all measures

Fortinet, which offers a range of solutions, mainly based around its core network security offering, is the stand out vendor in this survey. It outranked all other vendors for every measure (Figure 3).

The consistency of Fortinet’s results sets it apart; out of over a hundred ratings it only received one score of ‘2’ (for pricing) and nothing lower.

Fortinet’s performance can be explained in several ways. It has a strong portfolio of products for the SMB market, and it is expanding this further both organically (for example, with the introduction of SD-WAN into its gateways) and with small, targeted acquisitions. Its network security background means that it works closely with telecoms operators and meets many of their needs for security products.

The high scores given by the operators are based on direct experience. It is a supplier to more of the surveyed operators than any other vendor, and more operators are using it as their primary network security partner than any other vendor

**Figure 1: Key financial metrics (2019)**

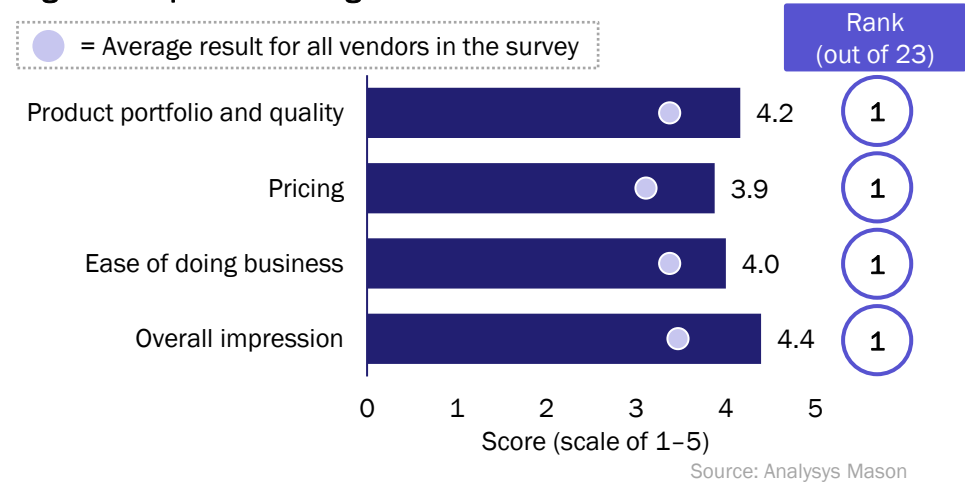
Security revenue	USD2.16 billion
Business revenue as % of total	100%
R&D spend (% of revenue)	USD277 million (13%)
Sales and marketing spend (% of revenue)	USD927 million (43%)

For more information, see Analysys Mason’s [Fortinet: cyber-security vendor profile](#).

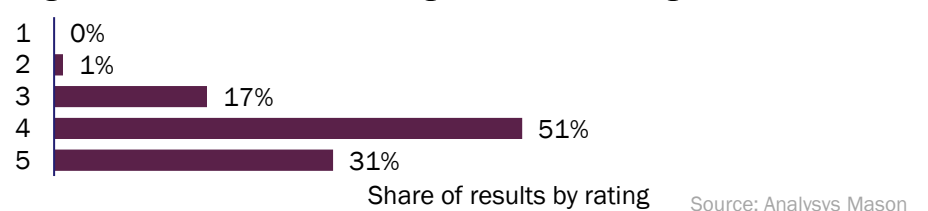
**Figure 2: Surveyed operators that use Fortinet**



**Figure 3: Operator ratings for Fortinet**



**Figure 4: Distribution of ratings across all categories**





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**About the author and Analysys Mason**

## About the author

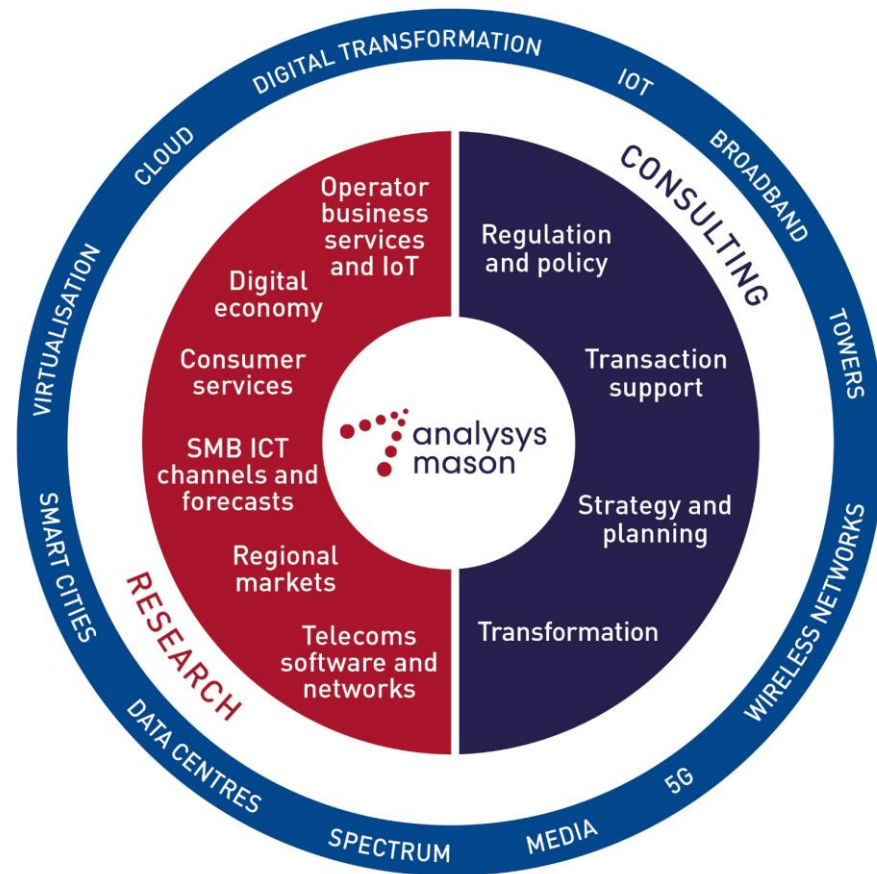


Tom Rebbeck (Partner, Research) leads Analysys Mason's Operator Business Services and IoT research practice drawing on more than 18 years of experience in the telecoms sector. He is based in our London office, but works for clients worldwide.

Tom specialises in the Internet of Things (IoT) and other enterprise services and has written widely on the role for operators as telecoms markets develop. As well as published research, he has worked on projects for a range of clients – including operators, regulators, industry bodies and vendors. Many of these projects have been supported by original research, such as expert interviews and customer surveys.

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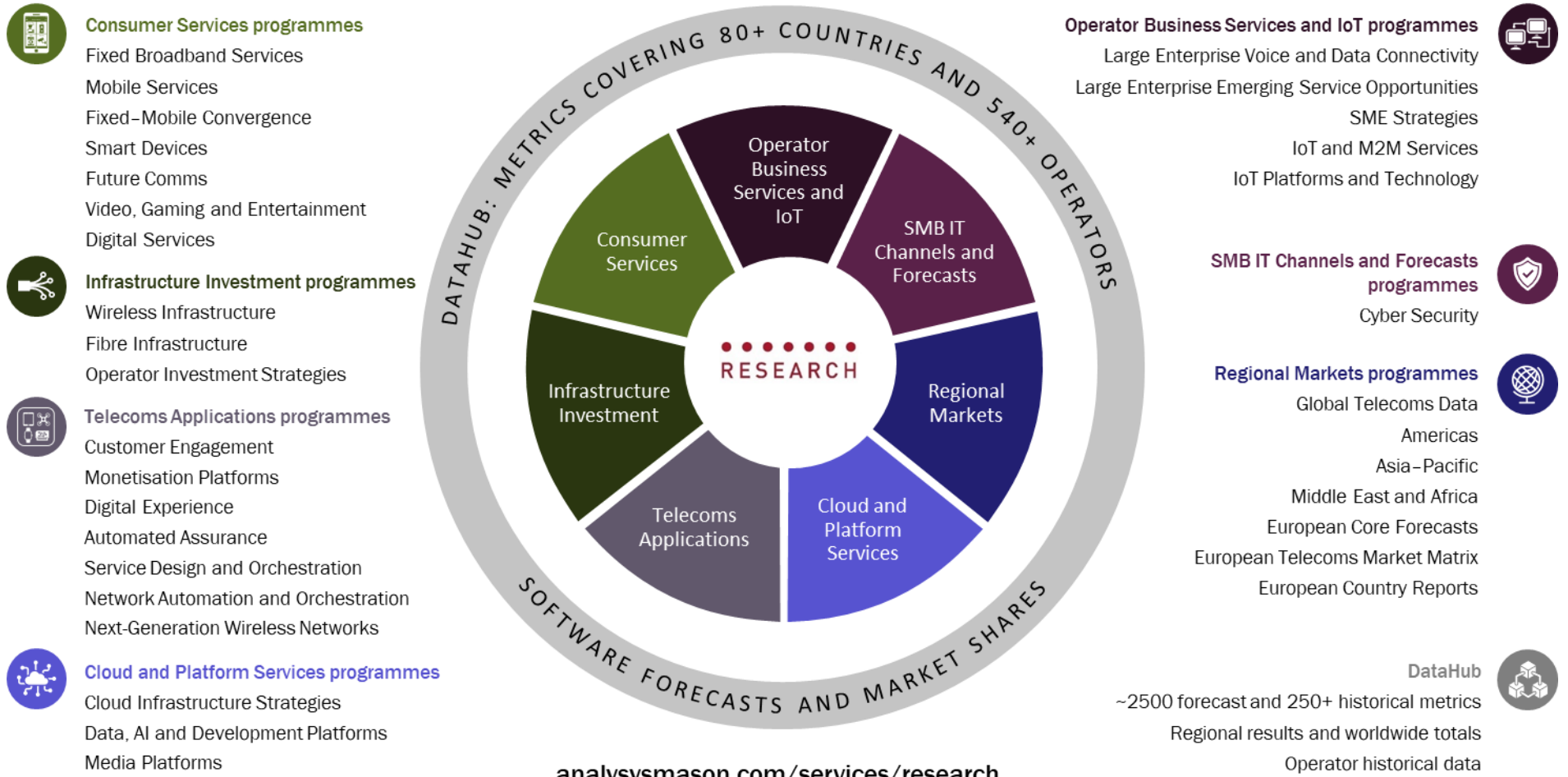
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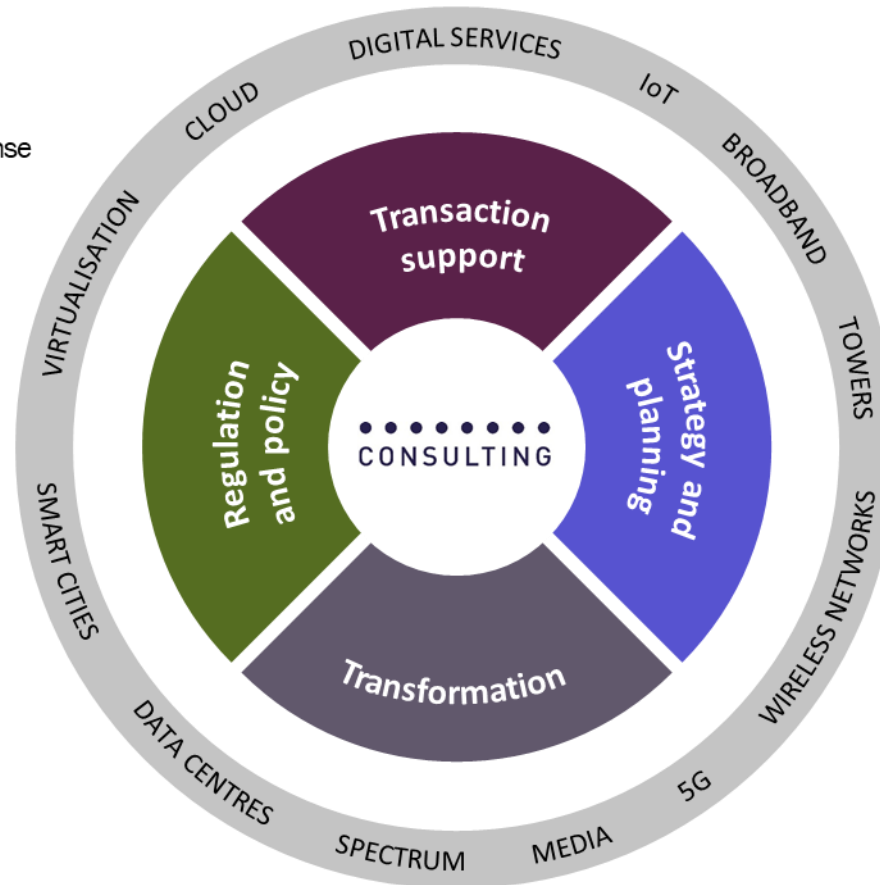
## Regulation and policy

- Policy development and response
- Ex-ante market reviews, remedies, costing...
- Universal Service Obligation (USO)
- Scarce resources: radio spectrum management, auction support, numbering...
- Ex-post / abuse of dominance
- Postal sector



## Transformation

- Transformation programmes
- Assurance
- Implementation
- Delivery



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- Commercial due diligence
- Technical due diligence
- Mergers and acquisitions (M&As)
- Debt and initial public offerings (IPOs)
- Joint venture structuring
- Mid-market financial sponsors

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**PUBLISHED BY ANALYSYS MASON LIMITED IN JANUARY 2021**

Bush House • North West Wing • Aldwych • London • WC2B 4PJ • UK

Tel: +44 (0)20 7395 9000 • Email: [research@analysismason.com](mailto:research@analysismason.com) • [www.analysismason.com/research](http://www.analysismason.com/research) • Registered in England and Wales No. 5177472

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