Database Encryption Market by Types (Transparent Encryption, File-system Encryption, Application-level Encryption, Column-level Encryption, Hashing and Key Management), by End User, by Deployment Types, by region - Global Forecast to 2020

Description: Increasing demand for cloud-based database by organizations is expected to play a significant role in augmenting the growth prospects in the database encryption market. The database encryption market is expected to grow from USD 261.8 million in 2015 to USD 968.3 million by 2020, at a Compound Annual Growth Rate (CAGR) of 29.9%. The market is being driven by factors such as increasing need for compliance with regulatory mandates by organizations for data protection and the increasing demand for cloud services and cloud-based databases. BFSI, healthcare, and government & public sector industries are expected to hold the largest market share during the forecast period.

Due to increasing Bring Your Own Device (BYOD), mobility, and other digitalization trends among industries such as BFSI, healthcare, IT & telecom, and government & public sector, the volume of business data and personal data of customers in such industries has also increased in these verticals. Thus, since these industries need to manage and secure the huge volumes of data stored in their databases, they are expected to grow at the highest CAGR during the forecast period.

North America is expected to hold the largest market share in the database encryption market. North America is expected to hold the largest market share of the database encryption market during the forecast period, followed by Europe. The adoption of any new or emerging technology is adopted at a higher rate in North America than in any other region. Moreover, the adoption of cloud, mobility, and BYOD is highest in North America, leading to the generation of confidential data. Thus, the need to protect this data is encouraging organizations to adopt database encryption solutions in the region. Asia-Pacific is expected to grow at the highest CAGR in the database encryption market during the forecast period.

In the process of determining and verifying the market size for several segments and sub-segments gathered through secondary research, extensive primary interviews were conducted with key people. Breakdown of profile of primary participants is given below as:
- By Company Type: Tier 1 – 45%, Tier 2 – 30% and Tier 3 – 25%
- By Designation: C level – 40%, Director level – 25%, Others – 35%
- By Region: North America – 10%, Europe – 20%, APAC – 40%, RoW – 30%

With the emergence of cloud database or Database as a Service (DBaaS), the role of cloud-based database encryption market is set to offer tremendous opportunities for growth during the forecast period. The increasing threat of theft of intellectual data and data being hacked is driving industries to adopt database encryption solutions, thereby boosting the growth of the market during the forecast period.

The various key security analytics vendors and service providers profiled in the report are as follows:
1. IBM
2. Symantec
3. Intel Security (McAfee)
4. Microsoft Corporation
5. Oracle Corporation
7. Vormetric
8. Hewlett-Packard
9. Sophos Ltd.
10. Gemalto

The report will help the market leaders/new entrants in this market in the following ways:
1. This report segments the security analytics market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the sub segments across the different verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them information on
key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to better understand the competitor and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, mergers, and acquisitions.

Contents:
1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Markets Covered
1.3.2 Years Considered for the Study
1.3.3 Currency
1.4 Limitations
1.5 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Breakdown of Primary Interviews
2.2 Market Size Estimation
2.2.1 Bottom-Up Approach
2.2.2 Top-Down Approach
2.3 Market Breakdown and Data Triangulation
2.4 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Opportunities in the Database Encryption Market
4.2 Market Snapshot, By Vertical
4.3 Market Size of Top Three Verticals and Regions
4.4 Global Database Encryption Lifecycle Analysis, 2015

5 Database Encryption Market Overview
5.1 Introduction
5.2 Market Evolution
5.3 Market Segmentation
5.3.1 By Database Encryption Type
5.3.2 By Deployment Type
5.3.3 By End User
5.3.4 By Vertical
5.3.5 By Region
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Need of Organizations to Comply With Regulatory Standards
5.4.1.2 Growing Demand for Cloud-Based Database
5.4.1.3 Availability of Flexible Encryption Software
5.4.2 Restraints
5.4.2.1 High Cost Encryption Solutions
5.4.2.2 Lack of Proper Key Management
5.4.3 Opportunities
5.4.3.1 Increasing Demand for Cloud Based Encryption Solutions
5.4.4 Challenges: Impact Analysis
5.4.4.1 Heterogeneous IT Environment
5.5 Regulatory Impact
5.5.1 GLB
5.5.2 FIPS
5.5.3 PCI Dss
5.5.4 HIPAA

6 Database Encryption Market: Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Strategic Benchmarking
6.4 Encryption Algorithms
6.4.1 Des and Triple Des
6.4.2 Advanced Encryption Standard
6.4.2.1 Aes 256 Bit Encryption
6.4.2.2 Aes-128 Bit Encryption
6.4.2.3 Xxtea-128 Bit Encryption
6.4.2.4 RSA
6.4.2.5 Blowfish
6.4.2.6 Twofish
6.4.2.7 Conclusion

7 Database Encryption Market Analysis, By Type
7.1 Introduction
7.2 Database Encryption Types
7.2.1 Transparent/External Database Encryption
7.2.2 Column Level Encryption
7.2.3 File-System Encryption
7.2.4 Application-Level Encryption
7.2.5 Key Management
7.3 Database Operational Models
7.3.1 Data-At-Rest
7.3.2 Data-In-Motion

8 Database Encryption Market Analysis, By Deployment Type
8.1 Introduction
8.2 On-Premises
8.3 Cloud Deployment

9 Database Encryption Market Analysis, By Organization Size
9.1 Introduction
9.2 Small and Medium Enterprises
9.3 Enterprises

10 Database Encryption Market Analysis, By Vertical
10.1 Introduction
10.2 BFSI
10.3 Healthcare
10.4 Government and Public Sector
10.5 Retail and E-Commerce
10.6 IT and Telecom
10.7 Aerospace and Defense
10.8 Others

11 Geographic Analysis
11.1 Introduction
11.2 North America
11.2.1 U.S.
11.2.2 Canada
11.3 Europe
11.3.1 U.K.
11.3.2 Germany
11.3.3 France
11.4 Asia-Pacific
11.4.1 China
11.4.2 Japan
11.5 Middle East and Africa
11.5.1 Kingdom of Saudi Arabia
11.6 Latin America
11.6.1 Mexico
11.6.2 Brazil

12 Competitive Landscape
12.1 Overview
12.2 Competitive Situation and Trends
12.2.1 New Product Launches
12.2.2 Agreements, Partnerships, Collaborations, and Joint Ventures
12.2.3 Mergers and Acquisitions
12.2.4 Expansions

13 Company Profiles
(Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*
13.1 Introduction
13.2 International Business Machines Corporation
13.3 Symantec Corporation
13.4 Intel Security (McAfee)
13.5 Microsoft Corporation
13.6 Oracle Corporation
13.7 Netapp, Inc.
13.8 Hewlett-Packard Company
13.9 Vormetric
13.10 Sophos Ltd
13.11 Gemalto

*Details on Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured in Case of Unlisted Companies.

14 Appendix
14.1 Insights of Industry Experts
14.2 Discussion Guide
14.3 Introducing RT: Real-Time Market Intelligence
14.4 Available Customizations
14.5 Related Reports

List of Tables
Table 1 Global Database Encryption Market Size and Growth, 2013-2020 (USD Million, Y-O-Y %)
Table 2 Drivers: Impact Analysis
Table 3 Restraints: Impact Analysis
Table 4 Opportunities: Impact Analysis
Table 5 Challenges: Impact Analysis
Table 6 Database Encryption Market Size, By Deployment Type, 2013-2020 (USD Million)
Table 7 On-Premises: Market Size, By Region, 2013-2020 (USD Million)
Table 8 On-Premises: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 9 Cloud: Market Size, By Region, 2013-2020 (USD Million)
Table 10 Cloud: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 11 Database Encryption Market Size, By Organization Size, 2013-2020 (USD Million)
Table 12 SMES: Market Size, By Region, 2013-2020 (USD Million)
Table 13 SMES: Market Size, By Deployment Type, 2013-2020 (USD Million)
Table 14 Enterprises: Market Size, By Region, 2013-2020 (USD Million)
Table 15 Enterprises: Market Size, By Deployment Type, 2013-2020 (USD Million)
Table 16 Global Database Encryption Market Size, By Vertical, 2013-2020 (USD Million)
Table 17 BFSI: Market Size, By Region, 2013-2020 (USD Million)
Table 18 Healthcare: Market Size, By Region, 2013-2020 (USD Million)
Table 19 Government and Public Sector: Market Size, By Region, 2013-2020 (USD Million)
Table 20 Retail and E-Commerce: Market Size, By Region, 2013-2020 (USD Million)
Table 21 IT and Telecom: Market Size, By Region, 2013-2020 (USD Million)
Table 22 Aerospace and Defense: Market Size, By Region, 2013-2020 (USD Million)
Table 23 Others: Market Size, By Region, 2013-2020 (USD Million)
Table 24 Database Encryption Market Size, By Region, 2013-2020 (USD Million)
Table 25 North America: Market Size, By Country, 2013-2020 (USD Million)
Table 26 U.S.: Market Size, By Vertical, 2013-2020 (USD Million)
Table 27 U.S.: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 28 Canada: Market Size, By Vertical, 2013-2020 (USD Million)
Table 29 Canada: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 30 Europe: Market Size, By Country, 2013-2020 (USD Million)
Table 31 U.K.: Market Size, By Vertical, 2013-2020 (USD Million)
Table 32 U.K.: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 33 Germany: Market Size, By Industry Vertical, 2013-2020 (USD Million)
Table 34 Germany: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 35 France: Market Size, By Vertical, 2013-2020 (USD Million)
Table 36 France: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 37 Asia-Pacific: Market Size, By Country, 2013-2020 (USD Million)
Table 38 China: Market Size, By Vertical, 2013-2020 (USD Million)
Table 39 China: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 40 Japan: Market Size, By Vertical, 2013-2020 (USD Million)
Table 41 Japan: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 42 Middle East and Africa: Database Encryption Market Size, By Country, 2013-2020 (USD Million)
Table 43 Kingdom of Saudi Arabia: Market Size, By Vertical, 2013-2020 (USD Million)
Table 44 Kingdom of Saudi Arabia: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 45 Latin America: Market Size, By Country, 2013-2020 (USD Million)
Table 46 Mexico: Market Size, By Vertical, 2013-2020 (USD Million)
Table 47 Mexico: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 48 Brazil: Market Size, By Vertical, 2013-2020 (USD Million)
Table 49 Brazil: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 50 New Product Launches, 2012-2015
Table 51 Agreements, Partnerships, Collaborations, and Joint Ventures, 2012-2015
Table 52 Mergers and Acquisitions, 2012-2015
Table 53 Expansions, 2013-2015

List of Figures

Figure 1 Market Segmentation
Figure 2 Database Encryption Market: Research Design
Figure 3 Breakdown of Primary Interview: By Company Type, Designation, and Region
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Market Size Estimation Methodology: Top-Down Approach
Figure 6 Data Triangulation
Figure 7 Database Encryption Market Size, By Vertical, 2015-2020 (USD Million)
Figure 8 Cloud Deployments are Expected to Exhibit the Highest Growth During the Forecast Period
Figure 9 Regional Market Snapshot: Asia-Pacific Expected to Present Opportunities to Drive the Market
Figure 10 Lucrative Growth Prospects in the Market
Figure 11 Lucrative Growth Prospects in Market
Figure 12 North America Expected to Hold the Largest Share in the Database Encryption Market in 2015
Figure 13 Asia-Pacific is Expected to Soon Enter the High Growth Phase
Figure 14 Evolution of Database Encryption
Figure 15 Market Segmentation: By Type
Figure 16 Market Segmentation: By Deployment Type
Figure 17 Market Segmentation: By End User
Figure 18 Market Segmentation: By Vertical
Figure 19 Market Segmentation: By Region
Figure 20 Market: Drivers, Restraints, Opportunities, and Challenges
Figure 21 Value Chain Analysis (2015): Major Role Played By Database Encryption Service Providers
Figure 22 Cloud-Based Database Encryption Software is Expected to Grow at the Highest Rate From 2015 to 2020
Figure 23 North America is Expected to Contribute Substantially Toward On-Premises Database Encryption Market
Figure 24 SMES are Growing Substantially in the Market
Figure 25 BFSI is Growing Substantially Among Industry Verticals in the Database Encryption Market
Figure 26 Asia-Pacific is Expected to Grow at the Highest CAGR From 2015 to 2020
Figure 27 APAC is Expected to Grow at the Highest CAGR During the Forecast Period 2015-2020
Figure 28 North America Market Snapshot: On-Premises Deployment to Contribute Maximum to the Market
Figure 29 Asia-Pacific Market Snapshot: IT and Telecom Industry is Expected to Gain Popularity Among the
Users
Figure 30 Companies Adopted New Product Launch as the Key Growth Strategy During 2012-2015
Figure 31 Market Evaluation Framework
Figure 32 Battle for Market Share: New Product Launch Was the Key Strategy
Figure 33 Geographic Revenue Mix of Top 4 Market Players
Figure 34 IBM: Company Snapshot
Figure 35 IBM: SWOT Analysis
Figure 36 Symantec Corporation: Company Snapshot
Figure 37 Symantec: SWOT Analysis
Figure 38 Intel Security: SWOT Analysis
Figure 39 Microsoft Corporation: Company Snapshot
Figure 40 Microsoft Corporation: SWOT Analysis
Figure 41 Oracle Corporation: Company Snapshot
Figure 42 Oracle: SWOT Analysis
Figure 43 Netapp, Inc: Company Snapshot
Figure 44 Hewlett-Packard Company: Company Snapshot
Figure 45 Gemalto: Company Snapshot

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