

“APPLICATION SECURITY” TOPS GLOBAL IT SECURITY ISSUES AGENDA BASED ON GOOGLE SEARCH VOLUMES

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...Data loss and PCI DSS lead UK IT security search terms according to ArmstrongAdams analysis...

London, Friday, January 9th, 2009: “Application security” tops a global list of most commonly searched for IT security terms according to an analysis of current Google search trends and volume statistics by information risk management specialist ArmstrongAdams (<http://www.armstrongadams.com/>). However, data loss and PCI DSS ranked highest in terms of UK originated searches in December 2008.

Interest in the term “security metrics” rose 50pc globally in December compared to the 12 month rolling average*, while in the UK “End point control” and “Managed Security Services” rose 89pc and 85pc respectively. Search volumes for “data obfuscation” declined globally 19pc in December, while the UK saw a modest rise of 7pc.

ArmstrongAdams research* found that the term “application security” was searched for approximately 110,000 times worldwide during December 2008, with “data loss”, “database security” and “PCI compliance” ranking second and joint third respectively. In the UK, “data loss” ranked first, with “PCI DSS” (Payment Card Industry Data Security Standard) in second, “application security” third and “database security” fourth.

Data loss, PCI DSS and laptop encryption were also the UK search terms that garnered the greatest percentage of the total volume of global searches (approximately 24 percent in each case). In addition, data loss and PCI DSS saw volumes rise 50pc in December 2008 compared to the previous 12 month rolling average indicating that there is a greater interest in these terms domestically as opposed to other parts of the world. Information risk management was another area where UK interest seemed to be higher than other territories.

According to ArmstrongAdams Sales Director Tim Kipps (<http://www.linkedin.com/in/timkipps>): “Google’s Insights for Search and Keyword Tools (<http://www.google.com/insights/search/>) provide a useful snapshot into the relative interest of a particular topic based on average search volumes and trends. Given that search terms correlate with active interest in a subject, then this analysis provides good insight into what people really are concerned about in terms of IT security, globally and in the UK. It also provides evidence for the fact that the IT security concerns of UK businesses don’t necessarily match those of other countries. It is important for IT security purchasers to make sure they work with IT security vendors and resellers who genuinely understand the real issues that impact their businesses.”

*See attached spreadsheet. Figures compiled during January 2008 using Google Insights for Search and Google Keyword Tool (<http://www.google.com/insights/search/#>). The 12 month rolling average refers to the period November 2007 to October 2008. Please note that these are estimated average search volumes as provided by Google.

About ArmstrongAdams (<http://www.armstrongadams.com/about-armstrongadams/>)

ArmstrongAdams is a leading reseller of information risk management products and services to blue chip companies. By not being tied into any one vendor, ArmstrongAdams can make an independent assessment of customer risks and control requirements. Taking a consultative approach to understanding risks to business, ArmstrongAdams underpins its assessments with extensive experience and first-hand knowledge of the products and services it recommends. Dealing with a range of information risk management solutions means ArmstrongAdams knows which technologies are best suited to deal with certain risks cost effectively. And also how different products perform across a range of environments. This degree of knowledge gives ArmstrongAdams a major advantage over its competitors. It also makes the company more aware of the different information risk issues that can impact a client business.

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