

Editorial Director:
Lane F. Cooper

Senior Editor:
Susan J. Aluise



As Organizational Dependence on Web Applications Grow... Investments to Protect Against this Vector of Attack Lags

Findings from a mid-market survey of 100 executives with
technology decision-making responsibilities within their
organizations.



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As Organizational Dependence on Web Apps Grow, Investments to Protect Against this Vector of Attack Lags Behind Threat

A recent survey of mid-market executives conducted during the first quarter of 2014 finds that companies plan to increase their use of enterprise web applications. The adoption of web apps is being driven by greater use of public, private and hybrid cloud resources, as well as adoption of IT-as-a-Service delivery models that are designed to provide more flexibility and agility in today's dynamic digital economy.

While the strategic, operational and financial benefits associated with implementing a web-app-centric approach to enterprise computing are attractive, many respondents to the survey expressed concern about their organizations' ability to address the threats to which key resources may be exposed.

The survey results suggest that a changing threat landscape has created a need for organizations to review how they are allocating investments across the portfolio of security initiatives. Many of the respondents indicated that their organizations are in the process of reassessing the skills, capabilities and relationships necessary to fulfill the promise of enterprise web applications while addressing new risks to critical assets.

In this report we present the results of a survey of 100 mid-market executives with business and technical responsibilities across a broad range of vertical industries.

The survey was conducted by **BizTechReports**, an independent reporting agency based in Washington DC. The project was commissioned by **Palo Alto Networks**, a leading security infrastructure provider based in Silicon Valley.

Executive Summary of Key Findings of Survey:

The survey results reveal an overwhelming consensus on the increasing profile of web applications in enterprises of all sizes operating across all industries.

- A full 93 percent of respondents expect to see the number of web applications grow in their organization in the next 12 months.
- However, only half of respondents believe that the correct skills are in place within their organizations to understand the threats to which enterprise web apps are exposed. Similarly, half report that their non-technical senior leadership (CEOs, CFOs, COOs) understand these threats.
- As we explored the nature of today's changing threat landscape, almost three quarters of respondents (73 percent) reported year-over-year increases in documented attacks on their organizations' web applications.

There is significant uncertainty among respondents about whether their organizations have allocated their portfolio of investments in security measures to protect their web apps.

- A little over half (53 percent) of respondents expect to see significant increases in attacks on enterprise web apps, while 43 percent expect the levels to remain about the same.
- Well over a third of respondents (38 percent) do not believe that their organizations have adequate systems in place to monitor threats to web applications. Meanwhile over half of respondents (56 percent) believe that they have the systems in place to intercept and protect their organizations from threats to web applications, 33 percent disagreed, and 11 percent were unsure that this was the case.
- There is significant uncertainty among respondents about whether their organizations have allocated their portfolio of investments in security measures to protect their web apps. Only 39 percent believe web app security investments are proportionate to the actual threat, while 44 percent disagreed and 17 percent were simply unsure that this was the case.

Methodology:

During the first two weeks of February 2014, **BizTechReports** contacted over 120 executives with C-level, VP, Director and Management titles who had technology-enabled business management responsibilities. These executives were contacted via email and phone, and then sent a digital questionnaire. Only those respondents that completed the entire survey are included in this report. The respondents represented a full range of vertical industry segments, and included a mix of organizations that had various tolerances for risk exposure based on the sensitivity of their customer base and their level of accountability to regulatory compliance requirements. The executives surveyed worked for organizations across the entire small-to-mid-market segment, with a critical mass of respondents concentrated on what is commonly defined as the middle market.

About BizTechReports:

BizTechReports (www.biztechreports.com) is an independent reporting agency with offices in Washington, DC and Toronto, Canada. We analyze user trends in business technology. Our reports explore the role that technology products and services play in the overall economy and/or in specific vertical industries. It is the mission of BizTechReports to put enterprise technologies into a context that business decision-makers can understand and appreciate.

About Palo Alto Networks:

Palo Alto Networks is leading a new era in cybersecurity by protecting thousands of enterprise, government, and service provider networks from cyber threats. Unlike fragmented legacy products, our security platform safely enables business operations and delivers protection based on what matters most in today's dynamic computing environments: applications, users, and content. Find out more at www.paloaltonetworks.com.

Appendix

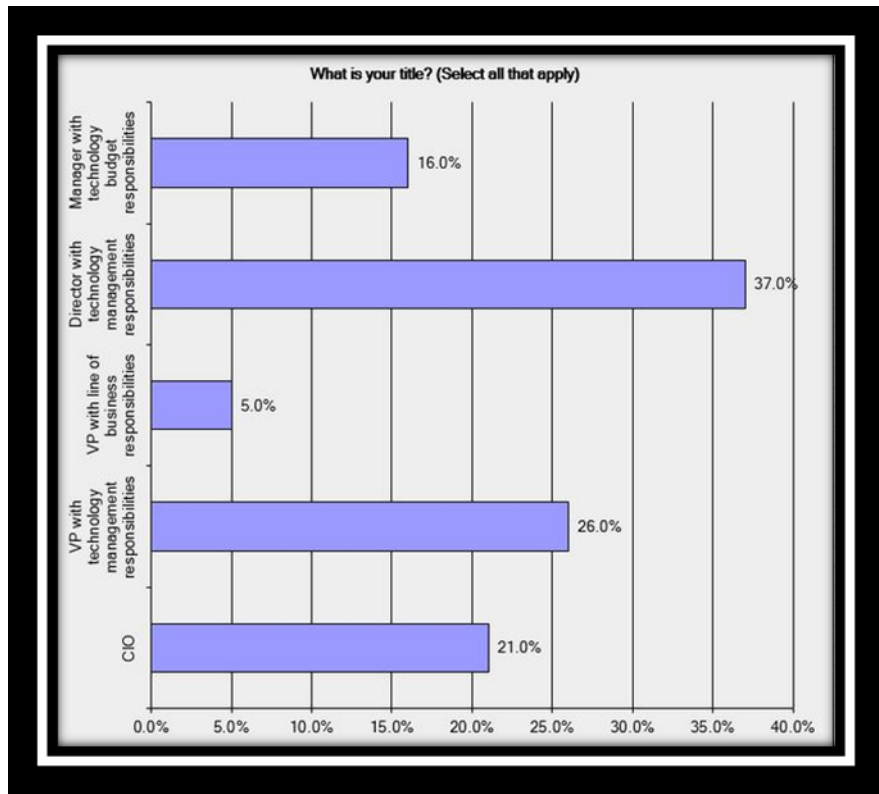


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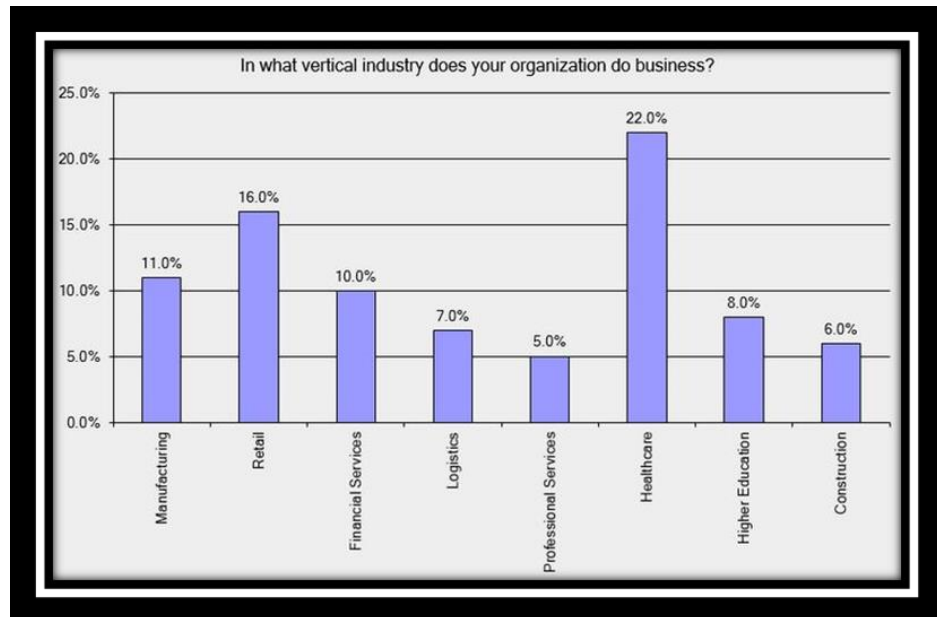


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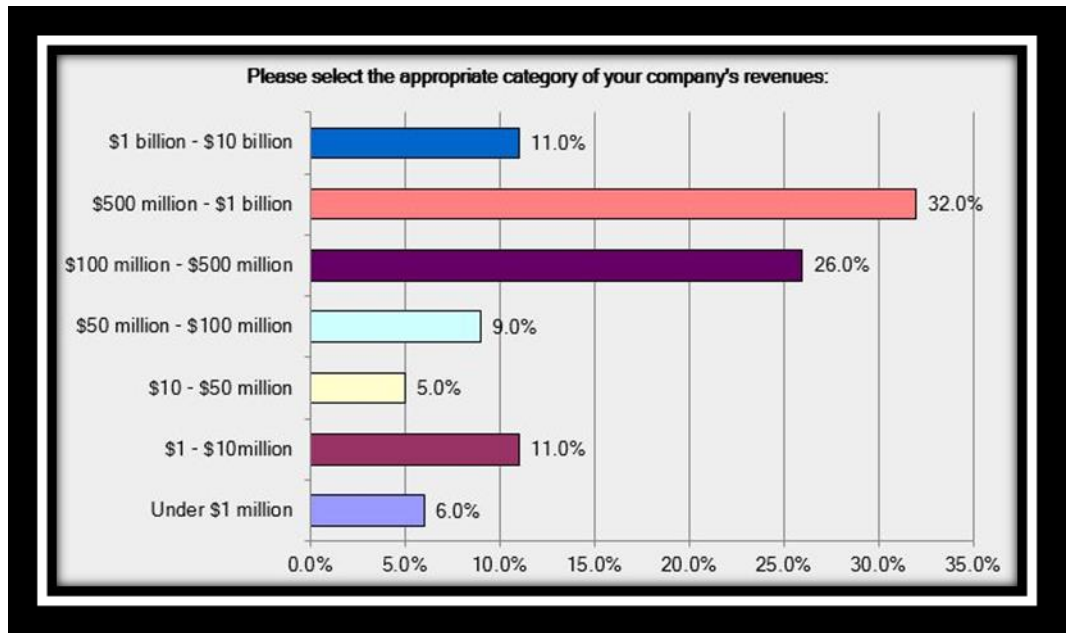


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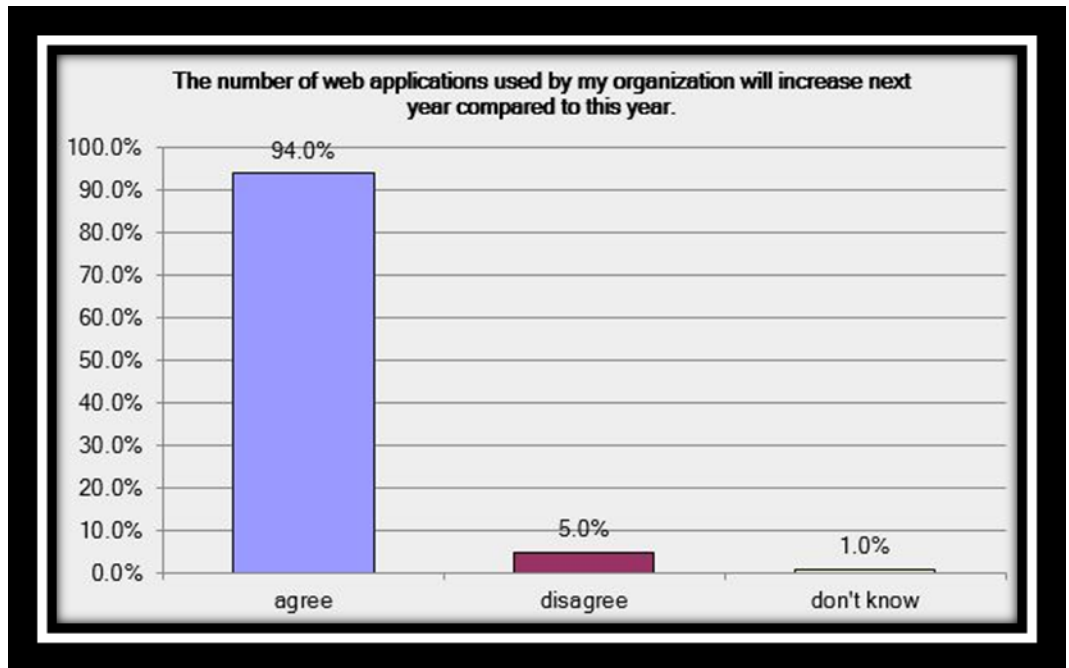


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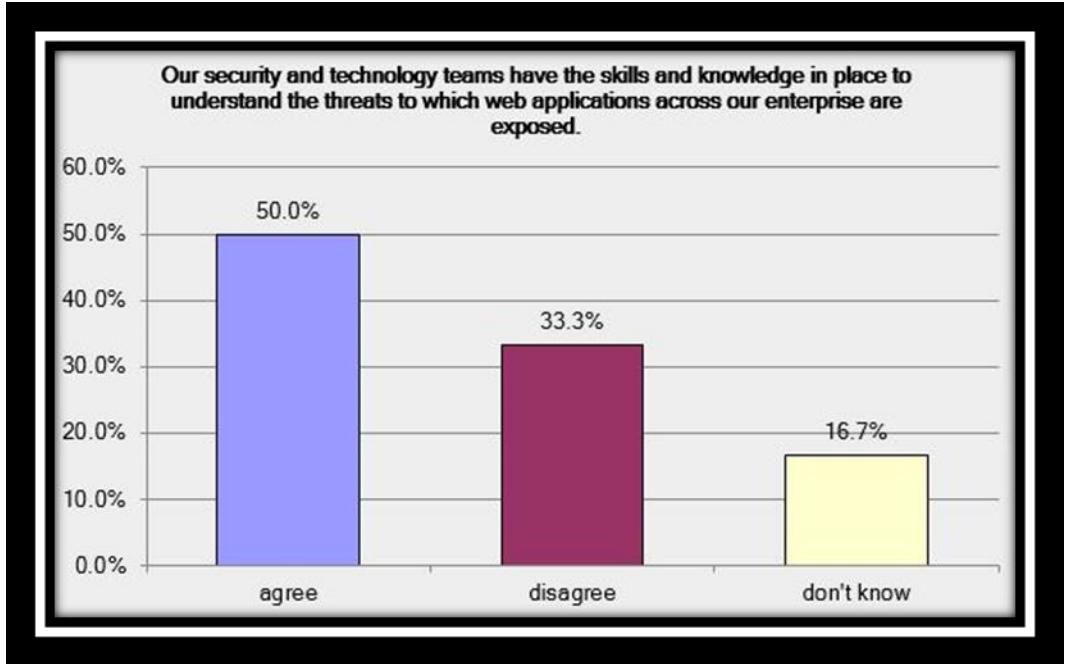


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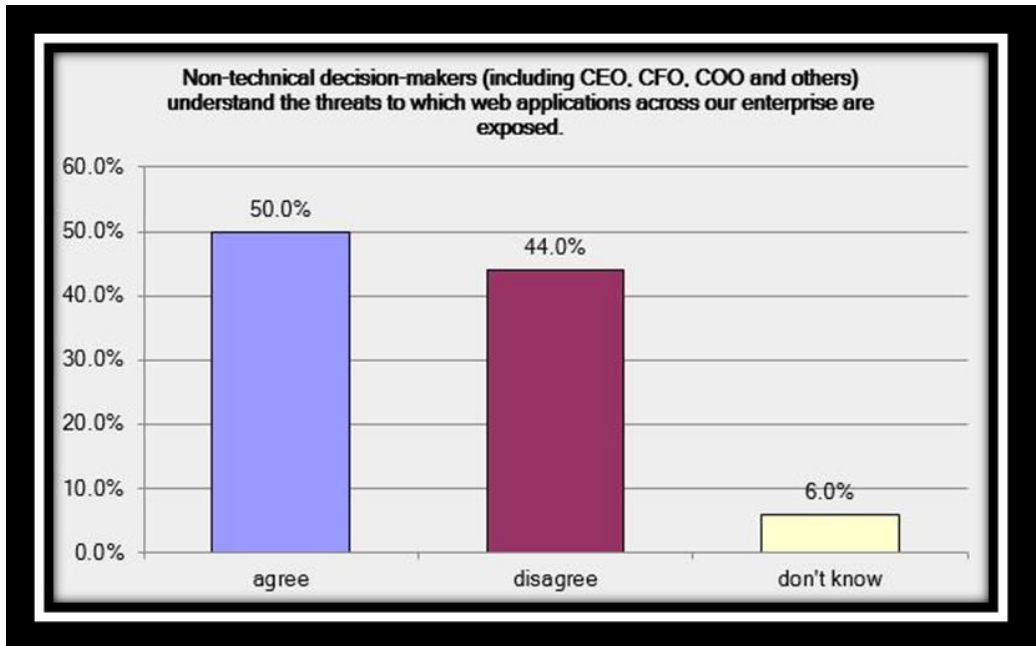


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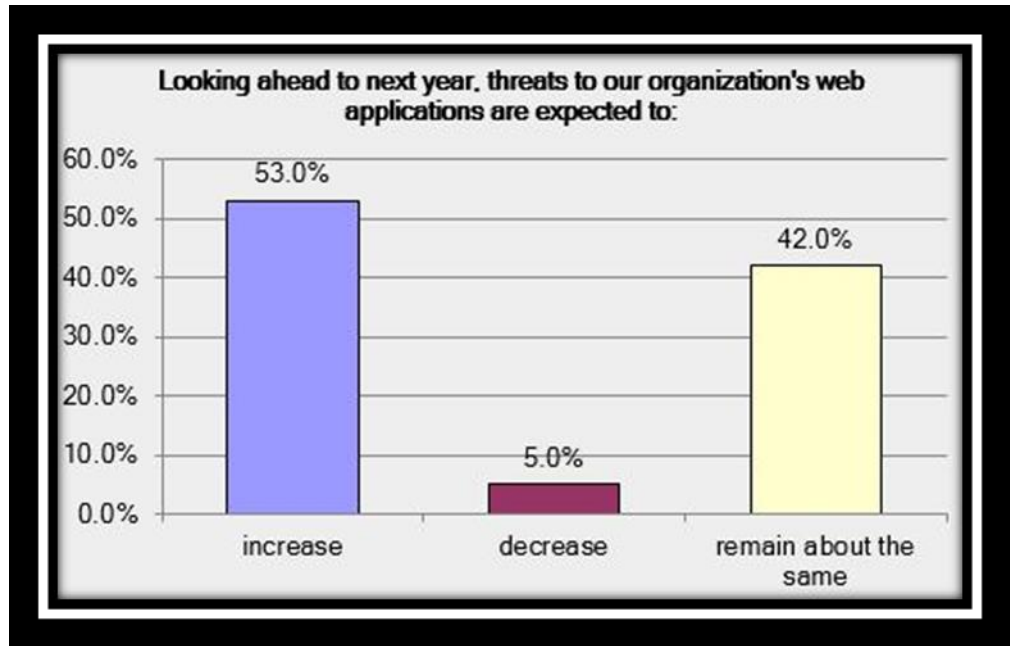


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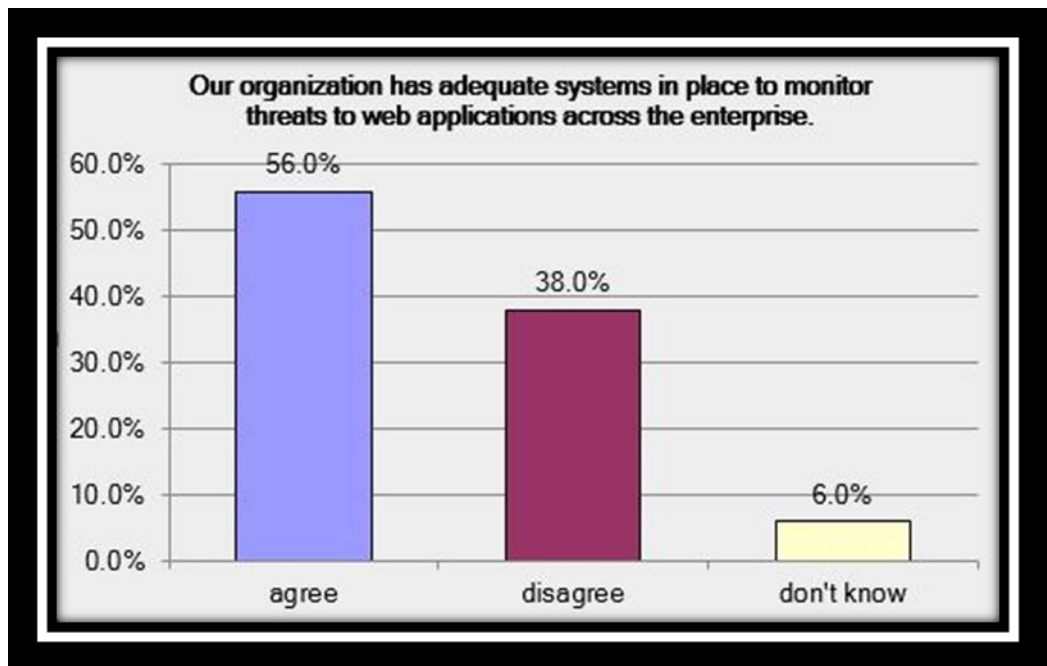


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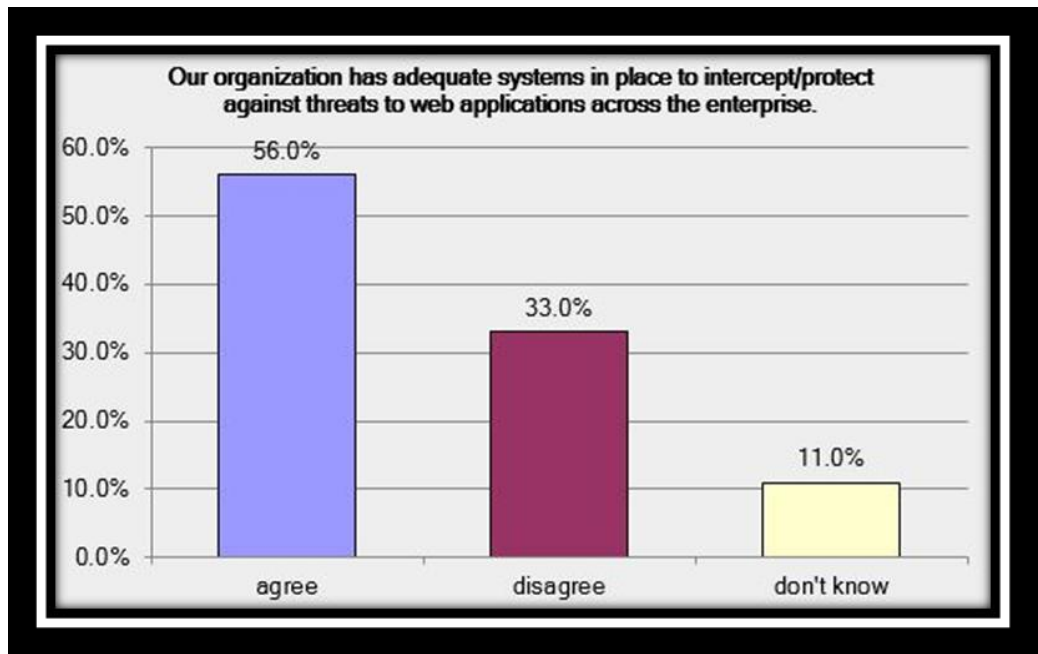


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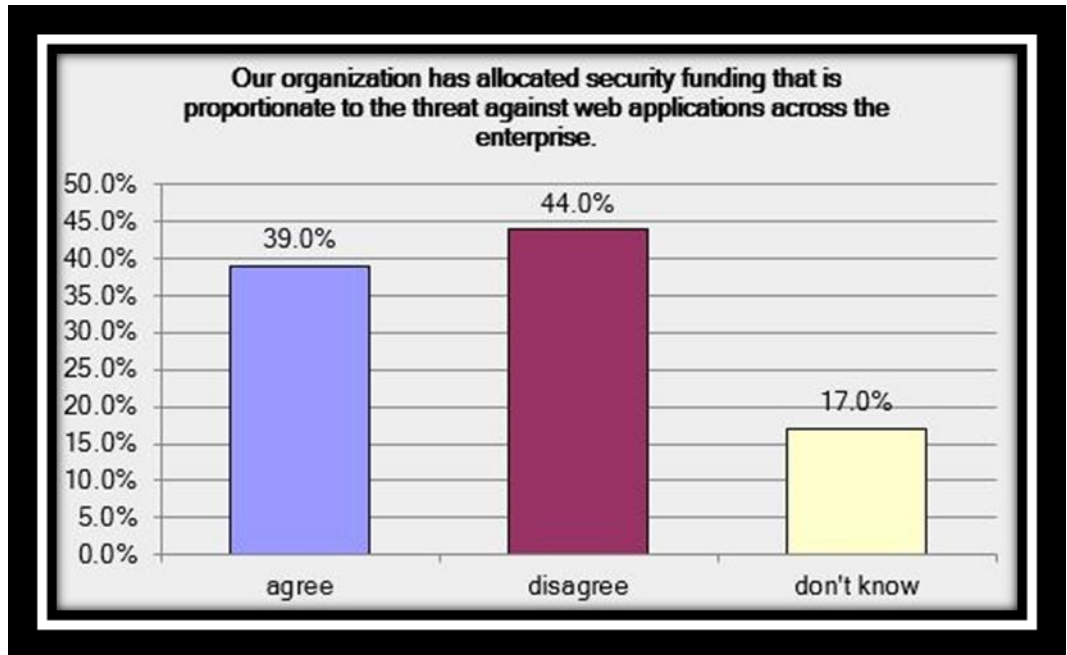


Fig 10

