IDC

Trust Measurement and Metrics

The success of today's business enterprises hinges on trust. More than reputation or branding, trust is the up-leveling of the security conversation that goes beyond the traditional idea of lack of harm to include the management of risk, compliance, privacy, and business ethics. It also includes the ability to make decisions that are about more than mitigating negative outcomes but also about maximizing return. Business leaders are rarely faced with decisions exclusively about which choice limits risk; instead, they must create trustworthy strategies that support the best possible return on the investment (ROI) of capital, resources, and work.

MARKETS AND SUBJECTS ANALYZED

- Security
- Risk
- Compliance
- Privacy
- Social responsibility, environmental responsibility, and ethics

CORE RESEARCH

- The IDC Trust Perception Index
- Trust Foundations: Trusted AI
- Trust Foundations: Trusted Ecosystems
- Trust Foundations: Measuring Trust
- Trust Foundations: How We Break Trust
- The Power of Trust: Measuring ROI
- IDC Future Enterprise Awards: Trust Measurement and Metrics
- IDC PlanScape: Future of Trust
- Future of Trust Primary Research

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Trust Measurement and Metrics.

KEY QUESTIONS ANSWERED

1. What is trust?
2. Why does trust matter?
3. What are the core elements of trust?
4. How does a company optimally message trust?
5. What are the trust outcomes organizations are seeking to attain?
6. How does an organization implement trust to generate a positive ROI?
7. What are the components of trusted AI?

COMPANIES ANALYZED

This *Trust Measurement and Metrics* service reviews the strategies, market positioning, and future direction of several providers in the security market, including:

Accenture, Acronis, AgeCheq Inc., Alert Logic, Alibaba Group, Alps System Integration, Amazon Web Services, Aon, AsiaInfo, Assent, AT&T, Atos, AuditBoard, Avast, BAE, Barracuda, BeyondTrust, BigID, Bitdefender, BitSight, BJCA, BlackBerry, Booz Allen, Broadcom, BT, BWise, Capgemini, Carbon Black, Carbonite, Centrify, Check Point, Cisco, Citrix, Climate Blockchain Initiatives (ClimateTrade), Coalfire, CohnReznick, CompliancePoint, CrowdStrike, Crownpeak, CyberArk, CyberGRX, Datastreams.io, Datto, DBAPPSecurity, Dell Technologies, Deloitte, Digital Arts, DPOrganizer, Draft It, DXC Technology, Ecolab, Electrolux, Entrust Datacard, ESET, Everbridge, Exterro, EY, F-Secure, FireEye, Forcepoint, Forescout Technologies, Foresite, Fortinet, Galvanize, Gemalto, Grant Thornton, H3C, Herjavec, Hewlett Packard Enterprise, Hitachi, IBM, ImmuniWeb, Imperva, Intel, Ivanti, JIT, Kaspersky, KPMG, Lastline, LexisNexis, Lockpath, LogicGate, LogicManager, LogRhythm, McAfee, McKinsey, MetricStream, Micro Focus, Microsoft, Mimecast, NetApp, Netwrix, NSFOCUS, NTT DATA, Nymity, Okta, OneSpan, OneTrust, Onspring, Optiv, Oracle, Orange, PactSafe, Palo Alto Networks, Panda, Ping Identity, PrivacyAgent, Privacy Engine, PrivIQ, ProcessUnity, Proficio, Proofpoint, Pulse Secure, PwC, Qi-Anxin Group, Qualys, Quest Software, Rapid7, Red Flare, Refinitiv, RSA, SAI Global, SailPoint, Sangfor Technologies, SAP, Schneider Electric, Secure Privacy, Secureworks, Securiti, SecurityScorecard, ServiceNow, SGS Transparency-One, Shanghai Koal, Signatu, Singtel, Smart Global Governance, SonicWall, Sophos, Splunk, Straits Interactive, SureCloud, Symantec, Talend, Tanium, Tenable, Tencent, Thomson Reuters, Topolytics, TopSec Technology (Hardware), Trend Micro, Tripwire, Trunomi, TrustArc, trust-hub, Trustwave, Tufin, Venus Tech, Verizon, VMware, Windstream, Wipro, WireWheel, Wolters Kluwer, Workiva, and Zscaler