

F R O S T  S U L L I V A N



Market  
Insight

# Asia-Pacific Network-based Advanced Malware Analysis (NAMA) Solutions Market

Executive Summary & Vendor Profile Showcase - Zscaler

**P948-74-ZS**

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## About The Report

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The Asia-Pacific Network-based Advanced Malware Analysis (NAMA) Solutions Market report analyzes and addresses the Asia-Pacific market overview, drivers and restraints, forecasts and trends, market share and competitive analysis, insights to the key regions of ANZ, Southeast Asia, Greater China, India, Japan and South Korea market, as well as growth opportunities and call to action.

This document provides an executive summary of the study and a vendor profile showcase of a company involved in the research, Zscaler. The full report is available at [www.frost.com](http://www.frost.com) for Frost & Sullivan Growth Partnership Services subscribers.

### **About Advanced Malware Attacks / Advanced Persistent Threats**

Generally, advanced malware attack (AMA) and advanced persistent threat (APT) attacks are coordinated and targeted attacks that use a polymorphic malware file to inflict the targeted objects. This study refines the definition of an advanced malware or APT attacks by highlighting the following aspects:

AMA includes threats that cannot be detected by conventional signature- and/or reputation-based malware detection tools. Essentially, an AMA comprises an advanced malware that exploits zero-day vulnerabilities in an operating system or application.

An AMA can be persistent, which means that it can reside undetected in the network for some time. Based on a specific set of objectives, the hacker can use these undetected threats to extract content and information from the target.

### **About Network-based Advanced Malware Analysis (NAMA) Solutions**

NAMA solutions have the ability to detect the presence or entry of an advanced malware attack. Suspicious files delivered through web or email are sent into a detonation chamber / virtual operating system environment for execution and analysis. This is also known commonly as sandboxing technology, which will help reveal if there have been any attempts to exploit the application and inject a malware.

## Executive Summary

The network-based advanced malware analysis (network-based sandboxing) solution market in Asia Pacific continued to maintain its strong growth momentum in 2015 as many large organizations and businesses across verticals decided to spend big on sandboxing solutions to defend against sophisticated and targeted attacks, such as ransomware, zero-day and other advanced malware attacks.

The market recorded total vendor revenue of \$133.9 million, representing a tremendous growth of 65.9% on a YoY basis. Both on-premise and cloud-based solution segments recorded rapid growth rates by 66.4% and 66.7%, respectively. Particularly, the cloud-based sandboxing services were gaining greater preference among businesses, mainly from ecommerce, healthcare, high-tech, service provider verticals. The cloud-based service segment contributed \$30.4 million, representing a market share of 22.7% of the overall market revenue.

Measurement Name	Measurement	Trend
Market Stage (Nascent, Growth, Mature)	Nascent	—
Market Revenue (2015)	\$133.9 M	▲
Market Size for Last Year of Study Period (2020)	\$940.1 M	▲
Base Year Market Growth Rate (2015)	66.5%	▲
Compound Annual Growth Rate (CAGR, 2015–2020)	47.7%	—
Customer Price Sensitivity (scale of 1 to 10, Low to High)	8	●
Market Concentration (% of base year market controlled by top 3 competitors)	54.5%	▼

Trend Index: ▲ = Increasing ▼ = Decreasing

## Vendor Profile Showcase - Zscaler

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**Country of Origin:** United States

**Asia-Pacific Establishment:** Headquartered in Singapore with presence in various Asia-Pacific Countries

**Availability and Completeness of NAMA solution offerings:**

On-premise solution:  Cloud-based solution:

**Key NAMA Solutions:**

Zscaler APT Protection is a cloud-based solution that is deployed in-line to provide protection across distributed networks.

**Solution Overview:**

Zscaler APT Protection supports the full lifecycle of APT defense, including protection, detection and remediation. This multi-layered defense solution features on its cloud-based Web security and advanced Internet security solutions.

Advanced malware protection is enabled with browser based vulnerabilities, URL filtering, active content inspection, behavioral analysis, as well as SSL inspection which enable automatic SSL decryption. Real-time advanced security analytics capabilities are also provided to the customers.

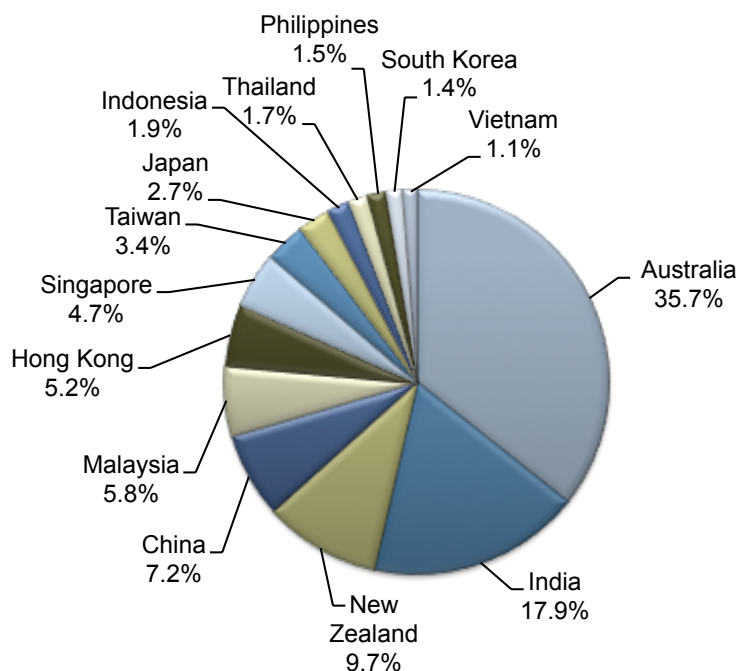
These capabilities include automated behavioral analysis, sandboxing, detonation, forensics and analysis, and serve as a proactive protection to combat advanced malware attacks. The cloud-based Zscaler APT Protection is powered by the Zscaler Direct-to-Cloud Network, which enables greater visibility for its customers with threat intelligence that is collected globally.

Zscaler APT Protection is powered by the Zscaler Cloud Security Platform, which enables seamless integration of web security, SSL decryption, DLP, SIEM, NGFW, and advanced threat protection.

## Asia-Pacific Business Performance

Zscaler grew by 46.9% on a YoY basis in the Asia-Pacific NAMA solution market and remained the fourth largest participant in the region with a market share of 13.5% in 2015. It attained the largest market share of 40.6% for cloud-based NAMA solution segment.

**Regional Market Share by Country, Asia Pacific, 2015**  
**Zscaler Total Revenue = \$12.3 Million**










Zscaler's key markets include Australia, India and New Zealand, with market shares of 35.7%, 17.9% and 9.7%, respectively. These core markets recorded double digit growth rates of 75.2%, 91.3% and 50.0%, respectively on a YoY basis.

The BFSI, service provider, and manufacturing verticals were the key adopters of Zscaler APT protection. These verticals contributed the largest market share, accounting for 21.5%, 21.3% and 17.1%, respectively. There was also an increase in adoption in other industries such as government and education across Asia-Pacific.

Zscaler has a strong relationship with security vendors, technology companies, service providers as well as resellers and it continues to build up its partnership ecosystem actively. As the demand for cloud apps and services grows, the company expects companies to discover the benefits of securing those services in the cloud. Zscaler is increasing its presence in APAC, adding staff and expanding its global cloud with regional data centers. This is expected to boost its overall NAMA solution business in the future.

## Glossary

Requirements	Scale
Does not offer any product/ service in this category	
Has a small product/ service offering in this category, very few adoptions.	
Has a good range of products/ services in this category, however at low adoption rates.	
Has an average range of product/ service offerings with mid-level adoption rate.	
Has a range of product/ service offerings with higher than average adoption rate and overseas presence.	
Products/ services are designed and focused for this category with strong growth. In-house capability to execute. Operate in a wide range of regions in Asia-Pacific.	
Designed and focused for this category with in-house capability to execute. Established good adoption rate and wide presence in Asia-Pacific.	

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