



NETSEGE RESEARCH GROUP

**The Application Protection Subsystems Market  
Report: *Reengineering Application Security***

**Report Prospectus**

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## I. Introduction

This report examines the broad question of how network enabled applications (Web access applications) impact key elements of network and system design and architecture. The study focuses specifically on the disruptive changes that these applications will cause on network system security. The report presents a model architecture with which to view the problems and likely market evolution, discusses and contrasts the approach of the various vendors bringing innovative solutions into the market, and presents a forecast and timeframe for this emerging market category.

Historically enterprise IT managers have thought of corporate networks as having a hard exterior shell with the vast majority of all users and assets within that shell, and the shell providing protection from the “outside.” This model is rapidly breaking down (the secure perimeter is “crumbling”). The forces at work are easy to understand:

- Standard network technology and interconnected networks make it possible to directly connect users to applications, with attendant benefits in business process and cost efficiency driving the process.
- Making applications directly accessible greatly increases the number of different users of an application, and makes it impossible to limit the use in any easy way (e.g. only from terminals in the finance department).
- Protection of assets and regulatory demands on business processes make it increasingly important that application and information assets be protected and their use carefully controlled and audited.
- The number of authenticated users in enterprise networks has increased as business partners, customers and suppliers are provided access to “internal” applications..
- More of these users and prospective attackers are inside the network so models that depend on perimeter protection are of limited value going forward.
- VPNs do not offer sufficient protection “inside” the network.

These monolithic “inside/outside” models are necessarily evolving into federated internal subsystems in which specific applications and information assets are protected individually with carefully controlled access for internal users as well as external, and an

increasingly grey area dividing users in other departments from external business partners and customers rather than any simple division.

These changes require that application access and usage be protected in quite new ways and suggest a good motivation for an emerging new category of system architecture – application protection subsystems, the subject of this report. These subsystems necessarily incorporate elements of network security (e.g. “firewall” technologies), but also include application access technology (e.g. transformational Web proxy functionality). Additionally these subsystems have to work effectively within the emerging security, network and system management architectures that are evolving in parallel. The report discusses all these factors in substantial detail, and presents the existing market offerings and vendor strategies in that light.

All of this rolls up into what seems to be a clear imperative for enterprise action in 2003/2004, including strategy re-evaluation, investment and deployment. NetsEdge Research Group is completing a new market opportunity and analysis study on the evolving application protection market. Subscriptions for this new report are now available. Subscribers to *The Application Protection Subsystem Market Report: Reengineering Application Security* receive:

- A special application security subsystems analysis briefing, with a deep look into present and future trends that drive application security
- A comprehensive market segmentation and sizing information
- On-going access to the study team
- A comprehensive strategic briefing with the study team

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## II. Market Overview

Spurred by the demand for increased security and realizing that the biggest threats are as likely to come from misuse internal to the network, enterprises are taking serious looks at how they should design provision and manage application protection subsystems to isolate mission critical applications. The requirements and solutions are for a new solutions category that up until now has gone underserved.

As evidenced by the surging firewall sales for “internal” application protection the need for application protection subsystems is clearly growing. But firewalls weren’t designed for these applications and usually don’t provide the flexibility or granularity needed to protect applications. Furthermore, firewalls contribute relatively little to end-to-end security. Consequently, a new category of security product has been quickly gaining momentum.

This report will examine the opportunity presented to this new product category by this market and the extent to which networking companies are moving to meet customer needs.

The following companies will be covered in this report:

- Aventail
- BEA (WebLogic)
- Caymas
- CheckPoint
- Cisco
- Citrix
- F5
- Foundry Networks
- IBM (WebSphere)
- IP Dynamics
- Mazu Networks
- Microsoft (.NET)
- Neoteris
- NetContinuum
- NetScaler
- NetScreen
- Netilla
- Permeo
- Vormetric

### III. Report Objectives

The object of *The Application Protection Subsystem Market Report:: Reengineering Application Protection* is to answer these vitally important questions:

- What is the market opportunity? What are the major categories of Application Protection Subsystems? How will the Application Protection Subsystem platform emerge? How does such a platform fit into other system architectures?
- What drives demand for Application Protection Subsystem products and technology? What is the customer value proposition? How do customers measure and value the use of these technologies? What are customers planning to buy and how will they use these systems? What do the vendors have to do to educate the marketplace (and computer system vendors) about the benefits of Application Protection Infrastructure?
- How will these subsystems interact with enterprise applications?
- What are the key market segments? Who will buy these products and why?
- What is the market size and growth as a whole?
- Who are the participants in this market and how do these new opportunities relate to their existing businesses? Which vendors stand the most to win or lose by the growth of this market? How will the market divide up?
- What is the likely impact of standards?
- What role will government regulations play in increasing demand for application subsystems products? To what degree do these products satisfy regulatory requirements?

#### IV. About Us

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NetsEdge Research provides marketing and strategy research reports and consulting services, specializing in areas related to Internet infrastructure. NetsEdge offerings combine the formidable and unique experience and perspective of the two principals: John Katsaros and Peter Christy. At NetsEdge Research, John and Peter are continuing the work they began at the Internet Research Group (sold to Jupiter Research in 2000). At NRG, they produced definitive, early studies of the emerging markets in Internet infrastructure.