Enterprise Strategy Group by TechTarget

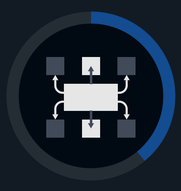
Trends in Zero Trust: Strategies and Practices Remain Fragmented, but Many Are Seeing Success

The need to modernize cybersecurity strategies to keep pace with IT innovation is clear. Zero-trust architectures have taken the pole position as the best approach to achieve this goal. Unfortunately, the breadth of the initiative and the nuance between zero-trust strategies and the tools supporting these strategies can become lost, causing confusion. IT and security leaders need guidance and proof points from early adopters to avoid false starts and more quickly see positive results. TechTarget's Enterprise Strategy Group recently surveyed IT and cybersecurity professionals involved with zero-trust technologies and processes to gain insights into these trends.

Notable findings from this study include:

50%

of cybersecurity professionals cite modernizing their organization's cybersecurity program as **one of the top drivers behind the consideration of a zero-trust strategy.**

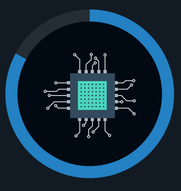


39%

of cybersecurity professionals identified aligning teams across different groups as one of their organization's greatest challenges with its zero-trust initiatives.

47%

of cybersecurity professionals believe that having executive support outside of IT and security is one of the most important factors in a successful zero-trust implementation.



83%

of cybersecurity professionals believe zero trust has improved their organization's SOC efficiency.

40%

of cybersecurity professionals cite artificial intelligence as one of the most important technology attributes supporting zero trust.

89%

of cybersecurity professionals expect their **organizations' spending on technologies, services, and personnel supporting zero trust to increase over the next 12-18 months.**

The Portnox Cloud delivers cloud-native zero trust access control and cybersecurity essentials that enable agile, resource-constrained IT teams to proactively address today's most pressing security challenges: the rapid expansion of perimeter-less enterprise networks, the proliferation of connected device types, the increased sophistication of cyberattacks, and the shift to zero trust.

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Source: Enterprise Strategy Group Research Report, *Trends in Zero Trust: Strategies and Practices Remain Fragmented, but Many Are Seeing Success*, March 2024.