LONDON, Dec. 23, 2013 /PRNewswire/ -- Reportbuyer.com just published a new market research report:

Analyst Views on Check Point Experience (CPX) 2013, Sidney

Opportunities and Challenges for Check Point in the Security Market

Check Point Software Technologies held its annual Check Point Experience 2013 Summit in Sydney, Australia
on the 6th and 7th of August, 2013. By announcing a slew of security solutions and services, Check Point continued to show its strong ambition in leading the security market. It is believed the vendor is able to tap some new segments in the security market. Besides, the flexibility and simplicity offered by the software blade architecture continues to be a key differentiator for Check Point. However, it will require more effort by the vendor on the specifics to deliver its security vision as well as its value proposition to end users/partners.

Opportunities Await...

DDoS Protector–A Right Strike on a Chord with Market Demand

Firstly, Check Point has seen great potential in the emerging DDoS protection market, which is greatly driven by the increasing DDoS attacks on the enterprises. In order to tap on the space, the vendor continued to emphasize on the threats as well as imperatives to defend against the threat. Though Check Point was relatively late in entering the DDoS protection market, the

launch of DDoS protection solution marked its entrance into the fast growing security segment. With the current vendor landscape of regional DDoS protection segment getting more competitive, strong background of enterprise gateway security helped Check Point in gaining reasonable mindshare and space for them to tap on.

ThreatCloud–Check Point's Answer to APT and the Move to Critical Infrastructure Security

Besides, one of the key initiatives introduced by Check Point at the event this year was Threat Emulation software blade and ThreatCloud service, the first collaborative network to fight against advanced malware, which struck the right chord with enterprises' demand in light of the rising sophisticated security landscape nowadays. More importantly, the launch of Threat Emulation and ThreatCloud also marked a milestone on its way to move into critical infrastructure security space. With rising concerns over the impacts of targeted malware and/or Advanced Persistent Threats (APTs) to critical infrastructure, such as smart grids or SCADA system, it is more imperative than ever to secure these infrastructures from cyber-attacks. This, in a way, is creating more opportunities for the security-focused vendors, such as Check Point. Indeed, these opportunities will continue to be the push factor for the vendor to move forward in the undiscovered market and create more value for the customers.

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