Chapter III

How One Niche Player in the Internet Security Field Fulfills an Important Role

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(please see pg. 87 for biographies)

Biography

Troy J. Strader is Associate Professor of Information Systems at Drake University. He received his Ph.D. in information systems from the University of Illinois at Urbana-Champaign in 1997. Dr. Strader has co-edited two books, the Handbook on Electronic Commerce and Mobile Commerce: Technology, Theory and Applications and his research appears in Communications of the ACM, International Journal of Electronic Commerce, Decision Support Systems, Electronic Commerce Research, Electronic Markets, Internet Research, Quarterly Journal of Electronic Commerce, Annals of Case on Information Technology and other academic and practitioner journals. He has work experience as a computer programmer and systems analyst.

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Executive Summary

This chapter examines an entrepreneurial effort to provide products in the Internet security marketplace. The specific focus is on a company named Palisade Systems, which is now faced with questions regarding their future business direction in this field (Mahanti et al., 2004). Current questions include how to take advantage of recent legislation regarding privacy and computer security, and the general increase in awareness of the need for security in the Internet and in related networks. In this chapter we discuss the Internet security marketplace, recent legislation and the creation of new opportunities for marketing Internet security products, and how Palisade’s products may match these opportunities.

The Internet Security Marketplace

With most technology companies caught in the doldrums due to a flagging economy and waning consumer confidence, an intense new emphasis on security issues has been an opportunity for others. Analysts agree that of all the technology sectors, security companies are faring best amid the general high-tech slowdown as companies take measures to secure the services and information they provide. The U.S. market for managed information security services is expected to reach $2.2 billion by 2005, up from $720 million in 2001. This represents a compound annual growth rate of 25.4 percent (McGee, 2002).

The government has long been tracking intrusions into the computer networks of the Pentagon and other government agencies, as well as attacks on private universities and research labs. The tragic events of September 11, 2001, played a pivotal role in bringing the issue of computer security to the forefront. In anticipation of future cyber attacks and other
A Web Service Architecture for Revenue-Earning Information Products
www.igi-global.com/article/web-service-architecture-revenue-earning/1502?camid=4v1a

Bringing E-Commerce to a Dental Supply Company: A Case Study of ENG Dental Supply
www.igi-global.com/article/bringing-commerce-dental-supply-company/1521?camid=4v1a