2019 IDC MarketScape for MAST

Lookout a Leader in IDC MarketScape for Mobile App Security Testing

IDC's view of Lookout

The massive dataset feeding/informing our AI engine:
"Lookout's use of telemetry to inform the AI engine of ongoing mobile security risks brings a unique level of app risk knowledge to the company's MAST and other Mobile Endpoint Security Capabilities"[1]
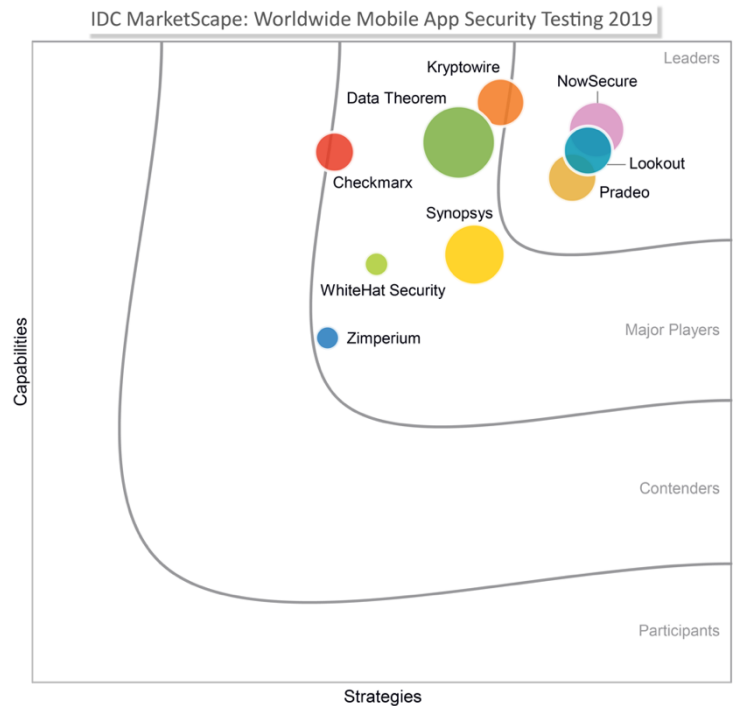
Partnerships: *"Lookout's distribution partnerships with many of the world's largest mobile network operators...contribute(s) to the vendor's growing base of Android and iOS mobile devices and app security knowledge"[1]*

MDM integration: *"Lookout's console and administrative functionality complements the vendor's MDM integrations, making it possible for Android-using organizations with and without EMM software and iOS-using organizations with MDM software to implement mitigations to mobile app security risks"[1]*

Lookout is the only vendor named a Leader in both this report as well as IDC's MarketScape for Mobile Threat Management Software.

Source: IDC, 2019

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.
Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs.
Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years.

IDC Recommends Organizations Consider Lookout When:

"Organizations should consider Lookout when they are looking for a MAST vendor that brings an extensive knowledge set and AI to identifying security risks of mobile apps in use in the employee base...Organizations that also plan to deploy Mobile Threat Management tools should consider Lookout as a single integrated offering providing threat detection capabilities and application security testing"[1]

[1] IDC, Inc. "IDC MarketScape: Worldwide Mobile App Security Testing 2019 Vendor Assessment – InfoSec Emphasis", Doc #US45459219, September 2019