2019 IDC MarketScape for MTM

Lookout a Leader in IDC MarketScape for Mobile Threat Management

IDC's view of Lookout

Continuous Conditional Access *"The Mobile Risk API…can trigger actions from partner EMM platforms, identity access providers, and other infrastructure such as Network Access Control (NAC) and secure web gateways (SWGs). These scenarios can involve detection of risks that are beyond the reach of perimeter-based security tools"*[1]

Breadth of coverage: *"In addition to discovering over a thousand malicious apps on public app stores, and thousands per day from other sources, Lookout researchers and AI have discovered vulnerabilities in watchOS, tvOS, MacOS, Safari/Mobile Safari, WebKit, Google Glass, and Bluetooth stacks."*[1]
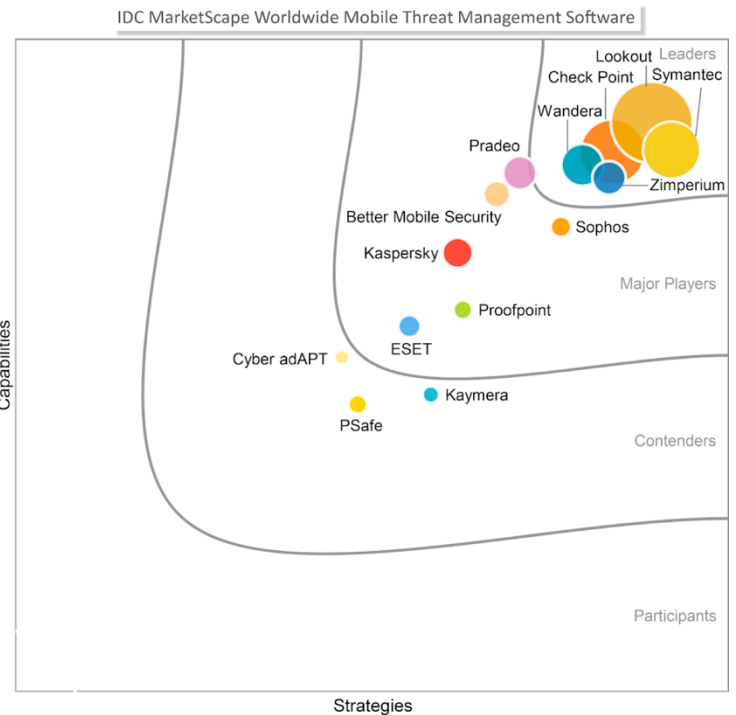
Global partnerships and integrations: *"Lookout has very strong go-to-market partnership with over 15 carriers…it also integrates with more than a dozen SIEM and EMM products, which are increasingly critical enterprise platforms for mobile security and enablement"*[1]

Lookout is the only vendor named a Leader in both this report as well as IDC's MarketScape for Mobile Application Security Testing (MAST) Software.

IDC MarketScape Worldwide Mobile Threat Management Software

Source: IDC, 2018

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's Summary of Lookout:

"Lookout also uses artificial intelligence tools to analyze data in its cloud, allowing it to analyze and detect new and unknown threat such as malware/malicious app variants, phishing attacks, and other sophisticated network-based attacks. All of these techniques combine for a strong mix of on-device/cloud-enabled MTM functions that can cover most mobile threat scenarios around ap, device, and network-level attacks"[1]

[1] IDC MarketScape: Worldwide Mobile Threat Management Software 2018–2019 Vendor Assessment" Doc #US45521018, December 2018