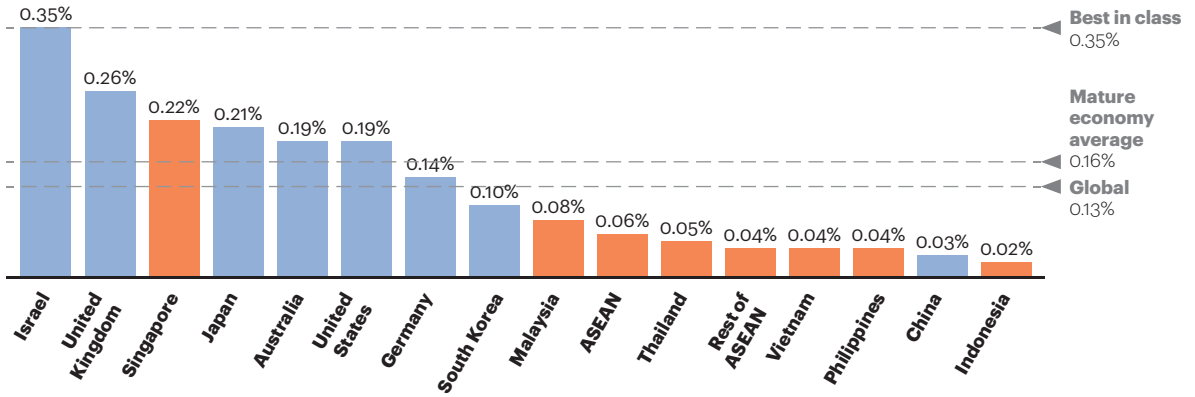


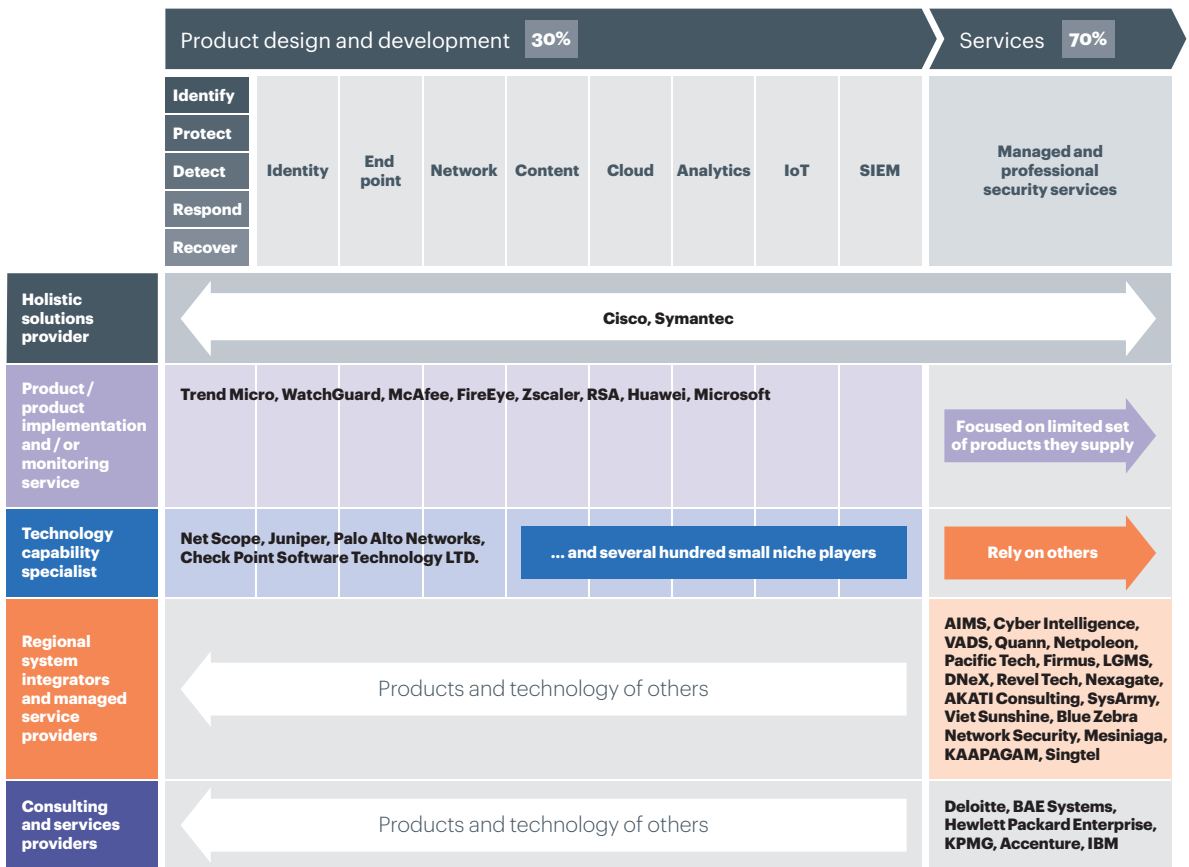
Figure 7
Benchmarking cybersecurity spend as percent of GDP

Cybersecurity spending
 (% of GDP for 2017e)



Note: Israel's cybersecurity spend benchmark is based on 2015 spend per capita.
 Sources: Gartner; A.T. Kearney analysis

Figure 8
Vendors' product and service positioning across the value chain (non-exhaustive)



x% Share of ASEAN cybersecurity spend, 2017

Note: SIEM is security information and event management.
 Sources: interviews, industry experts; A.T. Kearney analysis