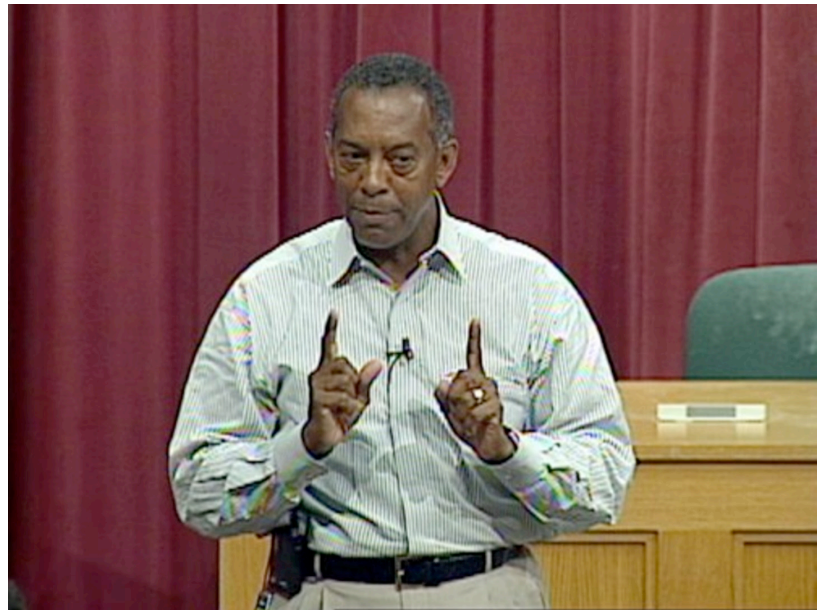


URL: <https://stvp.stanford.edu/blog/videos/security-is-a-broad-domain-of-technology>

Thompson talks about how security is a broad domain of technology, including everything from anti-virus to sophisticated authentication authorization technology. Mid to small businesses pose a vast opportunity if security companies can package technology simple enough for these companies, he notes.



## Transcript

First off, security is a broad, broad, broad domain of technology; everything from antivirus to sophisticated authentication, authorizations kinds of technologies.. When you look at some of the largest enterprises in the world, be they public or private, what you'll find is that they have deployed antivirus technology at their desktop, perhaps some firewall technologies for some of the infrastructure but that's about as far as they have gone.. As you move down market to the middle to small-sized businesses, what you'll find is an untapped opportunity, a vast opportunity if you can package the technologies in a way that are simple enough for the small to medium-sized business owner to be able to spend time running his business, not managing the security of their network infrastructure.. So while security spending is I wouldn't say light years warmer than other enterprise software areas, I would disagree with Gartner's assessment that customers are not going to spend on security this year.. That's certainly not the assumptions that we're making in our financial plan.. We expect to grow revenues 18% this year after growing them 32% last year.. Our consumer business last year grew 52%.. That's five-two-percent.. Our enterprise software business grew at 32%.. So I think if you execute well, if you focus on what customers' needs are, a company has an opportunity to certainly grow in even tough economic times..