SUMMARY OF THE THESIS

1.1 Introduction

Now days ENSASE is a crucial field which is gaining lots of attention as the internet is growing day by day. The Internet security threats and internet protocols were introduced for the sake of network security. The network is basically a security software based technology, but various common hardware devices are also used. Though there is an improvement in the present network security, but that is not very promising.

There is wide scope to ENSASE to improve Network Security services and its performance. With these study findings and the recommendations the ENSASE will be benefited with improved Security with quality. You need to deploy to a High Performance Data Center Firewall or ENSASE, an Enterprise Next Generation Firewall. Depending on the study, the researcher feels that more efforts need to be taken in understanding security in High Level Category than Medium Level Category and Medium Level Category requires more security than Low level Category.

The amount invested in IT Sector by various organizations significantly differs and that is not influenced by firm size i.e. in terms of revenue and total number of employees working in the organization. Second point is the strategic benefit varies with organization types. Third point is, the way in which employees adapt to the IT implementation changes with the firm size. Based on the study and findings there were some benchmarks metrics propagated for the benefits, risks and costs of IT. The metrics suggested can be used as a reference point for benchmarking, which should form an essential component in the IT evaluation and learning process.

Finally to conclude, the researcher feels that although It is a small step taken by researcher to understand the Enterprise network security Architecture Strategy evaluation, there should be a high performance, conceptual and procedural security structure to guard various high level, medium level and low level organization data. This includes large offices, banks, data centers, branch networks, remote data centers.
1.2 Importance of the Study

The present study is centered around seeing needs of the Enterprise Network Security and their fulfillment concerning Security Architecture Strategy. The needs identified with Enterprise Network Security are changing constantly because of development in the field of IT, systems administration, correspondence and computerization and PC education. Today associations are broadly utilizing e-trade stage for the exchanges. Intranet is required to work online for information exchange and information sharing among organizations to business, organizations to clients and between clients to client.

This study will help to improve the Enterprise Network Security to match with the expectations of Strategy Evaluation based on the Enterprise Network Security. Improvement in Enterprise Network Security, based upon Strategy Evaluation of Enterprise results in profit maximization and Enterprise Network Security satisfaction. The study will also help professionals, researchers for further research in this area.

1.3 Statement of the Problem

In the light of the above it was interesting for the researcher to understand the needs of Enterprise Network Security. After getting the insights in to the High Category, Medium & Low, the based on Category of company as 1Customer Relationship- Bank, Travel Agencies, Education, Newspapers & Media, Shopping Mall, Insurance, IT Company, Motor Vehicles, the researcher has formulated following statement which best describes the statement of problem of the present study, “Enterprise Network Security Architecture Strategy Evaluation”.

1.4 Objectives of the Study

Researcher was completely aware that for any study to be effective, it must have well defined objectives framed else it would be like a football field without goalposts. Based on the insights the researcher got about importance of security in the organizations.
Based on problems related to security in worldwide industries and IT Company, researcher formulated following objectives for the study.

- To see whether the Network Security is required in the various companies.
- To compare the level of security required in the various types of companies.
- To check whether the existing security system fulfills the existing needs of the companies.
- To investigate the tools used for maintaining the security.
- To see that whether the investment made towards the security system is significant.

1.5 **Hypotheses**

The researcher formulated following hypotheses related to study:

1. The Enterprise Network Security is required in the various companies.
2. There are various levels of Network Security required in the various types of companies.
3. The existing Network Security system fulfills the needs of the companies.
4. The investment made towards the Network Security system is significant.

1.6 **Methodology**

- Researcher has utilized deliberate and exploratory strategies to touch base at the outcomes and discoveries for his study; Saunders, 2008[1]. Research system is utilized to set up an announcement of what should be refined by leading examination and how these aftereffects of the exploration can be utilized.
- Based on the reason for the study, investigates can be arranged into distinctive sorts, where the issue's way, influences whether the examination is exploratory, engaging or informative, Yin, 1994 [2]. With this foundation, it was obvious keeping in mind the end goal to touch base at solid discoveries as for this study; the following step was to receive proper examination plans, which are talked about in next.
1.7 Method used for Data collection: Survey Method

Survey method is the most popular method of gathering data from target participants in Enterprise Network Security Architecture Strategy Evaluation research. In present study the researcher was interested in finding exact Enterprise Network Security needs, expectations. Researchers choose method ‘Survey Method’, as the population of the study was large and the data for the study could not be easily observed.

- The shared records gathering methods include overviews, meetings, and clarifications. The methodologies of social event measurements for innovative examination can be utilized separately or in a few blends dependent upon the examination issue. There are many different ways to conduct a survey.

- Each method can be effective if administered in the right situation. It is proved by various researchers in their research that, when population is large and the data for the study cannot be easily observed when data pertains to; opinions, attitudes, beliefs and feelings of the respondents, ‘survey coupled with questionnaire’ is the most appropriate method to collect the data.

- Survey method is the most popular method of gathering data from target participants in marketing research. In present study the researcher was interested in finding customer needs, their wants, and expectations which are intangible and could not be observed as they resided in the minds of the respondents. Researcher chooses ‘Survey method’ along with questionnaire, as the population of the study was large and the data for the study could not be easily observed. The study demanded gathering of opinions, attitudes, beliefs and feeling of the respondent.

A. Pilot survey

The objectives of the researcher in conducting pilot survey was to test whether the questionnaire ‘Draft-1’, designed was able to capture the required information as expected by the researcher to meet the objectives and hypothesis Exiting system based on Category of Company. Pilot survey was conducted mainly to find out whether the Exiting system was understandable as well as whether there were any vague and confusing based upon “Top Ten challenges to enterprise network security”, in the pilot questionnaire ‘Draft-1’.
The ‘Draft-1’ was pre tested by carrying out survey in the field with responses from Movies and Entertainment, Bank, Motor Vehicles, IT Company, Travel Agencies, Insurance- (I-Agricultural Insurance, II- Health insurance, III-Life insurance, IV-Vehicle Insurance), Pharmaceutical or Medical, Newspapers Media, Shopping Mall, Government, Education, Communications or ISP. For pilot survey, total ‘36’ Exiting System, were completed in all exiting system for data analysis.

The pilot study assisted researcher in as below,

- Valuable suggestions from Enterprise Network Security using “Top Ten challenges to enterprise network security”.
- To design the final Strategy Evaluation with the help of Category of Company (High, Medium & Low).

Based on the results of data analysis of pilot survey, Questionnaire ‘Draft-1’ was revised by understanding the appropriateness of questions where ever necessary with consultation with the Guide to arrive at ‘Top Ten challenges’.

1.8 Tool Used for Data Collection: Questionnaire

According to Malhotra & Birks (2007), “Prime insights is a realities induced by the specialist for the unequivocal determination of talking the examination troublesome and gathers it from the specimen or target populace and subordinate measurements are actualities together for certain determination more distant than the current dangerous”. In this study researcher used primary as well secondary data. Primary data collected from the existing Systems in the form of the existing Systems by Quota and strata method whereas the secondary data collected from the past literature and from published online articles in refereed journals with respect to the study.

- Questionnaire prepared in standardized form with appropriate options, which helped in data compilation and data analysis and also will support researcher in minimizing expenses and efforts required for this study.
- The questionnaire was designed in such a way that it was not too long or complex, because respondents don’t have much time to spare for it and if forced, may give vague and ire related responses which will not serve the purpose of the study and well-focused on the objectives and the hypothesis formulated for this study.
The researcher had taken help of the literature available to design the questionnaire, so that to focus on the present problem of the study. The past literature, their respective findings, limitations helped researcher to arrive very close to the objectives and hypotheses formulated for this study.

A. Primary data

Regardless of any difficulty in collecting the primary data, it is the most authentic, reliable data source. Primary statistics gathering needs the growth and implementation of the research plan. Accordingly the execution plan for this study was prepared, and decided to collect the primary data within time span of six months. In this study for primary data structured exiting system collecting Data was used to elicit responses from the Respective Departments Head/IT Manager about their CEO preferences and expectations with regard to various aspects of various companies. Finally as per the plan, data collected from ‘36’ Company within the targeted period of ‘24’ months, during the month of July 2009 to February 2011. Out of the total ‘36’ Company, researcher was able to collect only ‘36’ Category of Company duly completed in all aspects which amount to 85% of response rate. There were high chances that the feedback given may be incorrect or may be biased or just given for the sake of it. But researcher has taken care while distribution of the existing system with compare “Top 10 experiments to the Enterprise Network Security”, & the Enterprise Network Security were selected after confirmation few of company they do not required more Security. Hence correct, unbiased and actual exiting system is expected from the respondents for this study.

The accessible Type of Research from all regions of in metropolitans city as a Pune, Mumbai, Hyderabad, Bangalore & Delhi were requested to complete the Category of Company and collected the 1) Service Provider:- Customer Relationship- Bank, Travel Agencies, Education, Newspapers & Media, Shopping Mall, Insurance, IT Company, Motor Vehicles.2) Other:-Pharmaceutical or Medical, Government, Movies & Entertainment, and recorded for further final data analysis and findings related to the study.
B. The secondary data

The researcher has gone through pool of secondary data available and reviewed number of thesis, journals & reports published at international and national level till date which is

- The purpose of using secondary data sources is that it exists already; therefore, the time spent on the study is considerably reduced. In this research researcher also saved too much time and taken help of available reference books, past literature from thesis, journals and reports, and also taken help of various internet search engines to collect the reliable and meaningful data required for this study.

- The other birthplaces of the secondary statistics charity by the researcher in this education were Internet search engines, Newspapers, Magazines, Publications of central /state Government, Technical & trade unions, Manuals, Past records and documents related to topic of the study.

- The researcher had gone through pool of secondary data available and reviewed number of thesis, journals & reports published at international and national level till date which was related to Enterprise Network Security behavior, various level categories of Enterprise Network Security expectations, services and service delivery, customer satisfaction, customer loyalty and customer retention from various service areas. Due care was taken by the researcher that the information used was reliable, authentic and meets the specific needs which were associated with this study. The literature from other sectors of services like Banking, Automobile, Library, Insurance, and health care, Hotel, Telecom, and Mobile to have a greater understanding of intricacies in the study of services marketing.

- Particularly the internet media played very important role where the secondary data was readily and easily available within no time which was taken as a reference for this study, due care taken that the sites referred were trusted and authentic.

C. The secondary data supported researcher in this study

- Provided literature related to past research carried out, respective findings, limitations supported to create the base to present study.
• It helped researcher to make primary data collection more specific due to availability of the secondary data, it was made possible to know the gaps and deficiencies from past research carried over.

• It provided a basis for comparison of the various level High, Medium & Level categories wise in this study.

• Secondary data provided information about techniques and procedures for conducting marketing research.

• Secondary data helped both in defining the population and in structuring the sample to be taken in this study.

• Also supported to improve the understanding of the present problem and to know that how this problem is different than other problems.

1.9 Sampling Technique

The common data collection methods include “Non Probability convenience” used. These are methods of collecting data for various levels of data. As the data were collected from those organizations which were willing to give the information from the group of industries such as banks, IT, Education, Insurances, Manufacturing & Malls.

1.9.1 Sample Size

• It is not possible to collect data from all customers in any survey where the targeted population is large in number and to include enough number of units in the sample from different classes. A finite subset of a statistical population, chosen in a specific fashion, is called a sample; which describes a portion chosen from the statistical population so as to seek data or information, opinions or facts from the selected units.

• Researcher selected broadband users those who were willing to give the responses as per their convenience and considered for this study. By selecting some of the broadband users, we may draw conclusions about the entire population; this was to provide accurate, reliable and appropriate information related to the objectives formulated and to validate the hypotheses.
"The most vital element in deciding the measure of a specimen required for assessing a populace parameter is the populace's span difference. The more noteworthy the scattering or difference in the populace, the bigger the example must be to give gauge exactness", Krejcie and Morgan, 1970[5].

Generally the real specimen size of a review is a tradeoff between the 'levels of accuracy to be accomplished', the 'overview spending plan' and other operational imperative, for example, time and land region. In this study populace incorporates all people from few cities who are use the various level of Categories wise provide the Enterprise Network Security from which the examples were drawn, which portrayed as a 'specimen size.

To a sure degree, the greater the populace, the greater the specimen required. Be that as it may, once come to a sure level, an increment in populace no more influences the example size. The table beneath demonstrates the specimen's measure required against the populace universe. In total banks, it companies, malls, in India, statistics

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Total Number in India</th>
<th>In metro cities</th>
<th>Considered for this study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>110</td>
<td>30</td>
<td>03</td>
</tr>
<tr>
<td>IT companies</td>
<td>13-lakh</td>
<td>10-Lakh</td>
<td>03</td>
</tr>
<tr>
<td>Motor Vehicles</td>
<td>26885</td>
<td>20,000</td>
<td>03</td>
</tr>
<tr>
<td>Malls</td>
<td>570</td>
<td>400</td>
<td>04</td>
</tr>
<tr>
<td>Tourism- Travel Agencies</td>
<td>20,000</td>
<td>15,000</td>
<td>03</td>
</tr>
<tr>
<td>Insurance</td>
<td>65</td>
<td>60</td>
<td>03</td>
</tr>
<tr>
<td>Pharmaceutical or Medical</td>
<td>4655</td>
<td>2000</td>
<td>03</td>
</tr>
<tr>
<td>Communications or ISP</td>
<td>21</td>
<td>20</td>
<td>01</td>
</tr>
<tr>
<td>Newspapers Media</td>
<td>18+18=36</td>
<td>34</td>
<td>03</td>
</tr>
<tr>
<td>Education</td>
<td>71814</td>
<td>5000</td>
<td>04</td>
</tr>
<tr>
<td>Movies and Entertainment</td>
<td>248356</td>
<td>20,000</td>
<td>04</td>
</tr>
<tr>
<td>Government</td>
<td>265</td>
<td>60</td>
<td>02</td>
</tr>
</tbody>
</table>
Table 0.2 Visited Companies with type of Research

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Company</th>
<th>Type of Research</th>
<th>Total Number of Company</th>
<th>City wise Visited Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adlabs Films, Big Cinema, IMAX Entertainment &amp; Reliance Digital</td>
<td>Movies and Entertainment. (*)</td>
<td>4</td>
<td>Mumbai - Yes</td>
</tr>
<tr>
<td>2</td>
<td>1) Kotak Mahindra Bank Limited, 2) DB (Dectuch Bank.) 3) ICICI Bank</td>
<td>Bank. (*)</td>
<td>3</td>
<td>Mumbai &amp; Bangloare</td>
</tr>
<tr>
<td>3</td>
<td>Volkswagen, Mahindra &amp; Mahindra &amp; CEAT</td>
<td>Motor Vehicles. (*)</td>
<td>3</td>
<td>Pune, Mumbai &amp; Chennai</td>
</tr>
<tr>
<td>4</td>
<td>Revmax, Reliance Communication, Reliance Data Center</td>
<td>IT Company. (*)</td>
<td>3</td>
<td>Delhi, Pune, Bangloare, Mumbai, New Mumbai- Yes</td>
</tr>
<tr>
<td>5</td>
<td>1) Kuoni Travels India Pvt Ltd, 2) kingfisher Air Lines 3) Jet Air Lines</td>
<td>Travel Agencies. (*)</td>
<td>3</td>
<td>Mumbai &amp; Delhi-No-but Data capture through Email</td>
</tr>
<tr>
<td>6</td>
<td>1) Max Bupa Helath, 2) Bajaj Allianz Life Insurance Co. Ltd, 3) GE Money</td>
<td>Insurance (A-Agricultural insurance, B- Health insurance, C-Life insurance, D-Vehicle insurance ) (*)</td>
<td>3</td>
<td>Delhi, Pune &amp; Bangloare- No-But Data Capture through Email</td>
</tr>
<tr>
<td>7</td>
<td>Galderma, Chambal Fertilizer &amp; Bourn Hall International India Private Ltd</td>
<td>Pharmaceutical or Medical. (*)</td>
<td>3</td>
<td>Chandigarh, Mumbai-No-but Data capture through Email</td>
</tr>
<tr>
<td>8</td>
<td>Times Internet, I-Media (DNS News Paper) &amp; News 18</td>
<td>Newspapers Media. (*)</td>
<td>3</td>
<td>Mumbai &amp; Delhi-but Data capture through Email</td>
</tr>
<tr>
<td>9</td>
<td>EBSS E Mall, Inorbit Mail, homeshop18.com &amp; D-Mart</td>
<td>Shopping Mall. (*)</td>
<td>4</td>
<td>Pune &amp; Mumbai- Yes</td>
</tr>
<tr>
<td>10</td>
<td>1) HUDA (Haryana Urban Development Authority), 2) CTD (Commercial Tax Department)</td>
<td>Government. (*)</td>
<td>2</td>
<td>Panchkula-Haryana &amp; Bangloare- No-but Data capture through Email</td>
</tr>
<tr>
<td>12</td>
<td>Reliance Global communication</td>
<td>Communications or ISP (*)</td>
<td>1</td>
<td>Mumbai-No-but Data capture through Email</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total Number of Company</td>
<td>36</td>
</tr>
</tbody>
</table>

1.9.2 Defining Universe

- The target populace is the aggregate populace from which the required data is to be gathered. For this study the objective metros city populace was characterized as...
person, who has been utilizing the different a Pune, Mumbai, Hyderabad, Bangalore & Delhi were asked for to finish for no less than one year, independent of age, sex, pay and occupation and living in the metro city partnership restricts as well. Real Category of Company and gathered the 1) Service Provider:- Customer Relationship-Bank, Travel Agencies, Education, Newspapers & Media, Shopping Mall, Insurance, IT Company, Motor Vehicles.2) Other:- Pharmaceutical or Medical, Government, Movies & Entertainment, and recorded for further last information examination and discoveries identified with the study are in metro city just.

- Since it was not possible to include the entire population in this study, High Category, Medium and Low Category as were large in numbers, hence sampling method was used. Care was taken that the sampling unit as a few companies taking is a part of the sample frame.
- After finalizing the population universe researcher collected the data as per the prefixed sample size from different parts of Pune, Mumbai, Hyderabad, Bangalore & Delhi metro city as the scope of the study was defined.
- The Hyderabad city has the most astounding number of extraordinary monetary zones among every one of the urban areas in the nation (Like IT Green Zone). As a center point for instruction and exploration, this city has around 13 colleges and business colleges. It is additionally known for the improvement of a township with mechanical base [7].

1.10 Limitations of the study

There are some of the boundaries with respect to this study as mentioned as brloe,

- The scope was limited to the ENSASE, it’s have three Categories as High, Low & Medium Level.
- The scope was not extended to out of India because it’s difficult the data collecting out of India.
- The study included only Bank, Insurance, Government, IT Company & Communications or ISP its High Level Category, Medium Level Category its include that Pharmaceutical or Medical, Newspapers Media, Travel Agencies, Motor Vehicles & Low Level Category Education, Movies and Entertainment, Shopping Mall.
• The geographical scope was limited to the ENSASE from metro cities only note the other cities.
• There were constrains related to target population that every individual from every region could not be included in the survey because some of the military, ordinance factory, air force societies and such areas where the entry was restricted hence excluded.
• The scope was limited to the sampling technique “convenience sampling” only since the data collected from the respondents which were willing to give the feedback and easily accessible.
• Scope was limited to needs, expectations and expectations and in High, Medium & Low Level Category.

1.11 Scope Of The Study

In India total IT Company and Manufacturing Company are in metropolitan’s city based. Like are Mumbai, Pune, Delhi, Hyderabad, and Bangalore & Haryana.
Mumbai Known as the modern center point of India, the city works areas from materials to petrochemicals and serves as the home office for some organizations.

Delhi is known for its quickest developing retail businesses and the city's economy comprises of essential parts like development, force, information transfers, wellbeing and group administrations and land.

Bangalore has numerous rumored corporate organizations like Wipro and Infosys and a few open endeavors like Indian Space Research Organization and Hindustan Aeronautics Limited are headquartered in the city. It additionally considered a center point for the biotechnology part.

The Hyderabad city has the most astounding number of unique financial zones among every one of the urban areas in the nation. As a center point for instruction and exploration, this city has around 13 colleges and business colleges. It is likewise known for the advancement of a township with mechanical foundation [7].
References

10. Public risk management association “Enterprise Risk Management (ERM) and the requirements of ISO 31000” AIRMIC, Alarm, and IRM, 2010
