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BEST PRACTICES

AWARDS

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2020 BEST PRACTICES AWARD



**2020 EUROPEAN BEHAVIORAL
CYBER THREAT DETECTION
TECHNOLOGY INNOVATION AWARD**

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Background and Company Performance

Industry Challenges

The ability to detect cybersecurity threats and react to them effectively continues to impact organizations and analysts from all industry sectors. The majority of the cybersecurity industry agrees that an organization's lack of effective threat preparedness only creates a snowball effect, creating downhill vulnerabilities to increased digital attacks and system breaches. Frost & Sullivan notes that properly identifying the type of threat and how to enforce risk assessment best practices effectively is a challenge, because many solutions lack real-time detection capabilities to quarantine risks and maintain their risk exposure before a breach occurs. Actively monitoring risk exposure and understanding the range of vulnerabilities is crucial for any system and events that occur. Consequently, Frost & Sullivan notes that many organizations are seeking high-level cybersecurity solutions that require more human interaction, which can lead to human error and a lag in response times.

Another challenge that analysts and organizations face is the inability to recognize and measure new types of attacks that are more sophisticated file-less and in-memory threats. These attacks pose a special risk due to the fact that they unexpectedly arise and present a complexity that analysts cannot easily mitigate without prior visibility. Governments also face security challenges, especially as they are behind the learning curve of many enterprises and unaware of unknown cyber threats; in other words, they cannot recognize their own shortcomings in protecting infrastructure from queries and endpoints.

With this daunting challenge to consider, Frost & Sullivan analysts conclude that the need for updating cybersecurity technologies with a solution that offers complete visibility and analytical functioning will benefit any organization - large or small. A user-friendly and automated solution that can provide analysts and security teams with an effective solution that delivers advanced detection and response capabilities will curtail the need for round the clock personnel.

Technology Attributes and Future Business Value

Founded in 2017 and headquartered in the Netherlands, ReaQta emerged intending to change the landscape of threat intelligence and detection capabilities for all industry sectors. The company strives to strengthen organizations with robust cybersecurity solutions. The company's cutting-edge cybersecurity solution, ReaQta-Hive, alleviates the complexity of infrastructure analyses, eliminating the need for additional highly skilled personnel. ReaQta's innovative approach applies artificial intelligence (AI) algorithms to automate and simplify the complete process of detecting and handling new threats.

Reacting to Unknown Attacks

ReaQta-Hive offers robust technological advancements that enhance threat detection, establishing transparency for newer threats as they arise to deliver robust protection. ReaQta-Hive provides analysts teams with complete visibility of when and where an attack occurs, thanks to the unique use of NanoOS technology. NanoOS monitors from outside the OS, establishing a barrier that is difficult for attackers to bypass. Identifying attacks before they gain entry allows ReaQta-Hive to administer resilience during a sudden breach. By enforcing higher levels of visibility, the company's solution comprehends the information and combines it with full AI-driven behavior analysis.

ReaQta-Hives grants full visibility over a systems infrastructure, delivering real-time tracking of internal queries to the endpoints; offering continued searches for both indicators of compromise (IOCs) and behavioral indicators. Frost & Sullivan points out that the use of NanoOS provides analysts a level of detail that establishes ReaQta-Hive as a competitive solution within the threat detection market. The use of NanoOS allows the company's solution to perform threat detection independently, based on delivery techniques and payload types of a detectable attack. ReaQta-Hive excels with the use of NanoOS as its main technological differentiator amongst competitors.

Key features include:

- **AI analysis:** Learning AI allows for effective system flexibility when it comes to establishing endpoint detections and identifying emerging threats. In addition, the use of AI detection equips ReaQta-Hive with new techniques for recognizing unknown threats that are undetectable with legacy solutions.
- **Anti-ransomware:** ReaQta-Hive automatically detects and blocks ransomware without the need for human interaction. The capability prevents data loss and saves valuable time for analysts and security teams.
- **Threat hunting:** Search specific IOCs and behavioral analytics in real-time. Automated data mining uncovers inert threats.
- **Rapid incident response:** Simplicity and streamlined analysis of an attack are key for efficient response times when analyzing the scope of an attack. ReaQta-Hive drives analysts to the critical events, while AI reverse-engineers the incident from beginning to end, collectively projecting the overall impact.

Reacting to the Swarm of Threats Effectively

Non-malware based breaches are hard to detect and often slip through the cracks because of their inactive state. Non-malware attacks leave a minimal forensic footprint, and the majority of activity that happens is in-memory or file-less.

ReaQta-Hive nicely alleviates the burden organizations face when tracking threats and respond to them efficiently. The solution can automate the way a platform responds to threats by configuring itself into detection, protection, and hybrid mode. ReaQta-Hive

equips organizations to uncover dormant threats (ones that attack unexpectedly when the opportunity arises).

Moreover, real-time searches and high-level data mining prove effective for the company as an added level of protection. Data mining allows ReaQta-Hive to augment analysts and security teams to scope out threats that share behavioral and functional level similarities in a matter of seconds. ReaQta-Hive provides analysts a granular search support offering, examining the results of past and present attacks traces. This support allows a wide view of an organization's infrastructure, to understand behaviors and IOCs (e.g., hashes and Internet Protocol addresses) that have been in contact with servers. ReaQta-Hive catches lateral movements, identifying devices used during a breach, and isolates the impacted resources. Barring an attack from moving further allows analysts to monitor and gather intelligence on the pinpointed attacker.

Overall, the company strives for simplicity and automation, resulting in minimal support needed from additional personnel and the use of other highly skilled resources. Reaching endpoints and acquiring attack transparency is quite tedious — ReaQta-Hive gives analysts a sense of clarity and easy to understand results of threat-affected infrastructures by offering pre-processes and filtered data. An example of the company's effectiveness is with government entities. Many European governments do not use cloud infrastructure, primarily because of obvious security information breaches and vulnerability due to open cloud providers. Therefore, ReaQta has the ability to work without the cloud infrastructure, unlike other competing technologies that need cloud support to function effectively. ReaQta's solution is capable of working without Internet connectivity, enforcing threat performance reports, and detecting anomalies.

Driving Client Acquisition and Plans for the Future

ReaQta focuses on traditional channels when establishing a presence in the minds of potential customers. The company engages with potential clients at trade shows and through website inquiries run by internal teams in Europe and Asia to focus on providing ReaQta-Hive demonstrations. The company focuses on delivering thorough demonstrations of its solutions offerings capabilities as a walk-through and proof-of-concept, making the process quite simple. Two-week trial periods give customers experience with the solution before deciding if they want to purchase. Larger organizations have the option for longer periods, if needed.

During the trial period, ReaQta provides organizations with reports that identify malware and anomalies; furthermore, the company offers licensing options on a monthly or annual basis. ReaQta provides potential clients with licensing flexibility in deciding on how the company's solution will impact threat detection infrastructures for organizations ranging in size. On a quarterly basis, the company conducts thorough discussions with clients that last three to four hours. This in-depth discussion allows ReaQta to gather all the information needed to adapt to client needs and establish a direct and durable relationship.

Establishing and maintaining an innovative edge is crucial for any cyber intelligence organization. ReaQta believes its success thus far is because of its structure and strong research and development (R&D) team that focuses on usability in its technology and identifying what customers really want from ReaQta-Hive. The company's R&D group formats a plan based on 95% of feedback from current customers on making improvements and pursuing innovation. ReaQta maintains an "onward and upward" approach to becoming one of the go-to threat detection management companies in Europe. The company's current client base is dispersed in Europe and Asia, with main efforts for growth-focus towards Europe, the Middle East, and Asia. Plans to reach the North American market are still in sight for future growth as the company continues to drive next-generation endpoint threat response.

Conclusion

Even while an organization may be using some of the most advanced threat-detection software on the market, cyber-attackers continue to find ways to breach system infrastructures without detection and remediation from security teams that may be understaffed and under-resourced.

ReaQta properly empowers organizations to prepare adequately for cyber threats by understanding the initial query of where the attack happened, how to react, and how to reach the endpoint towards resolution. ReaQta-Hive detects next-generation malware, establishing future resistance with its NanoOS technology and artificial intelligence (AI) behavioral analysis technology. ReaQta-Hives equips organizations with quick detection capabilities that allow analysts to track an attack's behavior from beginning to end, providing real-time incident results and full visibility over an organization's infrastructure. With its NanoOS and AI capabilities, Frost & Sullivan recognizes how the company offers security teams a solution that identifies the most dormant attacks and prevents current and future system breaches.

With its strong overall performance and robust threat response solution offerings, ReaQta earns the 2020 Frost & Sullivan Technology Innovation Award for the behavioral cyber threat detection market.

Significance of Technology Innovation

Ultimately, growth in any organization depends on finding new ways to excite the market and maintaining a long-term commitment to innovation. At its core, technology innovation, or any other type of innovation, can only be sustained with leadership in 3 key areas: understanding demand, nurturing the brand, and differentiating from the competition.



Understanding Technology Innovation

Technology innovation begins with a spark of creativity that is systematically pursued, developed, and commercialized. This spark can result from a successful partnership, a productive in-house innovation group, or a bright-minded individual. Regardless of the source, the success of any new technology is ultimately determined by its innovativeness and its impact on the business as a whole.

Key Benchmarking Criteria

For the Technology Innovation Award, Frost & Sullivan analysts independently evaluated 2 key factors—Technology Attributes and Future Business Value—according to the criteria identified below.

Technology Attributes

Criterion 1: Industry Impact

Requirement: Technology enables the pursuit of groundbreaking ideas, contributing to the betterment of the entire industry.

Criterion 2: Product Impact

Requirement: Specific technology helps enhance features and functionalities of the entire product line for the company.

Criterion 3: Scalability

Requirement: Technology is scalable, enabling new generations of products over time, with increasing levels of quality and functionality.

Criterion 4: Visionary Innovation

Requirement: Specific new technology represents true innovation based on a deep understanding of future needs and applications.

Criterion 5: Application Diversity

Requirement: New technology serves multiple products, multiple applications, and multiple user environments.

Future Business Value

Criterion 1: Financial Performance

Requirement: Potential is high for strong financial performance in terms of revenues, operating margins, and other relevant financial metrics.

Criterion 2: Customer Acquisition

Requirement: Specific technology enables acquisition of new customers, even as it enhances value to current customers.

Criterion 3: Technology Licensing

Requirement: New technology displays great potential to be licensed across many sectors and applications, thereby driving incremental revenue streams.

Criterion 4: Brand Loyalty

Requirement: New technology enhances the company's brand, creating and/or nurturing brand loyalty.

Criterion 5: Human Capital

Requirement: Customer impact is enhanced through the leverage of specific technology, translating into positive impact on employee morale and retention.

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analyst follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 Monitor, target, and screen	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> • Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies 	Pipeline of candidates who potentially meet all best-practice criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> • Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates 	Matrix positioning of all candidates' performance relative to one another
3 Invite thought leadership in best practices	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> • Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps 	Detailed profiles of all ranked candidates
4 Initiate research director review	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> • Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles 	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 Assemble panel of industry experts	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> • Share findings • Strengthen cases for candidate eligibility • Prioritize candidates 	Refined list of prioritized Award candidates
6 Conduct global industry review	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> • Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates 	Final list of eligible Award candidates, representing success stories worldwide
7 Perform quality check	Develop official Award consideration materials	<ul style="list-style-type: none"> • Perform final performance benchmarking activities • Write nominations • Perform quality review 	High-quality, accurate, and creative presentation of nominees' successes
8 Reconnect with panel of industry experts	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> • Review analysis with panel • Build consensus • Select recipient 	Decision on which company performs best against all best-practice criteria
9 Communicate recognition	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> • Present Award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance 	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 Take strategic action	Upon licensing, company is able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> • Coordinate media outreach • Design a marketing plan • Assess Award's role in future strategic planning 	Widespread awareness of recipient's Award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.