

FROST & SULLIVAN

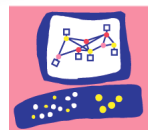
# BEST PRACTICES

AWARDS

FROST & SULLIVAN

2019

BEST  
PRACTICES  
AWARD



**Check Point**<sup>®</sup>  
SOFTWARE TECHNOLOGIES LTD

**2019 EUROPEAN  
MOBILE THREAT DEFENSE  
GROWTH, INNOVATION & LEADERSHIP  
FROST RADAR AWARD**



# FROST RADAR

## CONGRATULATIONS!

Frost & Sullivan is proud to present Check Point with this year's Frost Radar Best Practices Award for Growth, Innovation & Leadership (GIL) in the European Mobile Threat Defense Market.

Frost & Sullivan's global team of analysts and consultants continuously research a wide range of markets across multiple sectors and geographies. As part of this ongoing research, we identify companies that consistently develop new growth strategies based on a visionary understanding of the future, and thus more effectively address new challenges and opportunities. This involves extensive primary and secondary research across the entire value chain of specific products. Against the backdrop of this research, Frost & Sullivan recognizes Check Point for these valuable achievements.

This recognition is strictly reserved for companies that are market leaders and are at the forefront of innovation. These companies consolidate or grow their leadership position by continuously innovating and creating new products and solutions that serve ever-evolving customer needs. These companies are also best positioned to expand the market by strategically broadening their product portfolio. Achieving Growth, Innovation & Leadership (GIL) is never an easy task, but it is one made even more difficult considering today's intensely competitive environment, customer volatility, economic uncertainty, and rapid technology evolution. Within this context, Check Point's receipt of this Award signifies an even greater accomplishment.

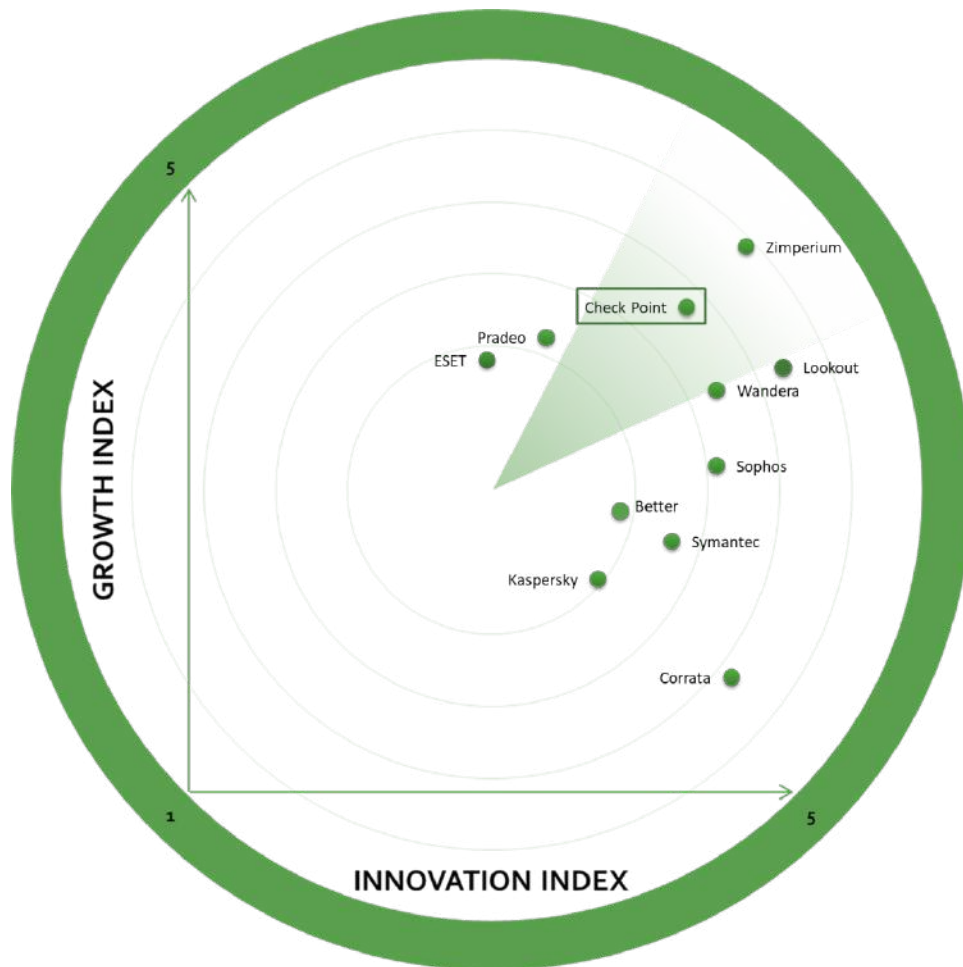
Moreover, this recognition is the result of many individuals (employees, customers, and investors) making daily choices to support the organization and meaningfully contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates these achievements. Once again, congratulations on your accomplishments and we wish you great success in the future.

Sincerely yours,

**Krishna Srinivasan**  
*Global President & Managing Partner*  
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## The Frost Radar European Mobile Threat Defense Market



Source: Frost & Sullivan

Frost & Sullivan has independently ranked the top 11 companies in the above Frost Radar analysis.

The key parameters independently analyzed by Frost & Sullivan include:

- Innovation, Scalability, R&D, Product Portfolio, Mega Trends Leverage, Customer Alignment
- Market Share, Revenue Growth, Growth Pipeline, Vision and Strategy, Sales and Marketing

Frost & Sullivan studies related to this independent analysis:

- European Mobile Threat Defense: The Smartphone and Tablet Cybersecurity Solution Market, Forecast to 2023.

## Industry Overview

The European mobile threat defense market is predicted to reach \$759.8 million in revenue by 2023. The increasing media attention to mobile security issues, BYOD adoption, along with the GDPR and PSD2 regulations are some of the key factors that will drive the demand for MTD solutions in the near future.

The variation in the degree of security consciousness is positively correlated with the market demand for mobile threat defense solutions. Businesses in Germany, France, and the United Kingdom are adopting mobile security solutions at a rate higher than in the rest of Europe.

While integration of mobile threat defense solutions with UEM products is still gaining traction, partnerships with leading EMM and MDM providers have already become an industry standard.

Frost & Sullivan recognizes that integration of mobile threat defense solutions with Endpoint Detection and Response systems is an emerging industry trend. Enterprises increasingly demonstrate the desire to use a single solution for a proactive defense of all their endpoints.

In light of this, the combination of EDR and UEM capabilities into endpoint security monitoring and management (ESMM) systems is likely to become a Mega Trend that will have a lasting impact on mobile security products' development and marketing.

While malware still appears to be a considerable threat for both Android and iOS platforms, mobile phishing has become one of the major security challenges that users of Apple devices are facing today.

## Frost Radar Growth, Innovation & Leadership Award Check Point

### COMPANY DIAGNOSTIC

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Check Point is a cybersecurity company headquartered in Israel and the United States. Check Point Infinity offers consolidated protection of enterprises' endpoints, along with the corporate network and cloud environments. Check Point's customers can benefit from SandBlast Mobile, a comprehensive mobile security solution that protects the end-user from all attack vectors. The architecture of Check Point's mobile threat defense solution combines cloud-based protection with on device capabilities.

### FROST RADAR POSITIONING

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- Check Point is positioned in the upper-right section of the Radar due to remarkable Growth and Innovation scores. Apart from being committed to continuously bettering its product portfolio, Check Point successfully carries out its expansion strategy in the European market.

- In 2015, Check Point acquired Lagoon Mobile Security. The acquisition enabled Check Point to offer one of the most comprehensive mobile threat defense solutions.
- Check Point successfully extends its mobile security protection into new domains. The company enhanced its MTD capabilities with Zero-Phishing, Download Prevention, and Conditional Access technologies.

## COMPANY STRENGTHS

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- Check Point's substantial experience in network protection enabled the development of mobile security solutions such as anti-phishing, zero-day phishing protection, safe browsing, and URL filtering.
- Check Point detects previously unknown exploits, malware, and vulnerabilities at one of the highest rates in the industry. Check Point, among other things, carries out sandboxing and static analysis of mobile apps.
- The company turned its market-leading capabilities into Check Point SandBlast App Protect, a solution that allows organizations to develop mobile applications, which are secure by design.

## COMPANY OPPORTUNITIES

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- The company has been gaining traction across all regions in Europe in recent years. Check Point is likely to take advantage of untapped market opportunities.
- The company's network-level protection is one of its main differentiators in the industry. As future MTD protection is likely to involve a multi-layered approach to security, Check Point should further expand its network-level protection offerings.
- Check Point Infinity is likely to become one of the leading security solutions for the comprehensive protection of an organization.

## What is the Frost Radar?

### A Practical, High Impact, Scalable C2A (Companies to Action) Tracking Solution

#### WHAT IS IT?

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A robust analytical tool that benchmarks companies' innovation focus and growth performance in a given market.

#### HOW IS IT BUILT?

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Through in-depth analysis built on our 360-degree research methodology (primary and secondary research) and objective rating of companies in any given market.

## WHY DO WE NEED IT?

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To understand how companies benchmark against each other in their ability to innovate and grow against a backdrop of industry transformation and evolution.

## WHAT WILL IT ACCOMPLISH?

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Enable companies to gain an objective, independent perspective of their innovation and growth strategies, including their robustness, effectiveness, relative competitive strength, and implications on their long-term success.

## HOW TO USE IT?

Frost Radar is a dynamic tracking tool that offers frequent rating and positioning of companies that are leading the industry on growth, innovation or both. Due to changes in operating environment and internal changes within these organizations, their positioning in Frost Radar will change over time. It is important to leverage Frost Radar to ensure that companies are aware of changes to their ecosystem and their relative positions to it.

## WHAT DOES IT MEAN TO BE ON THE FROST RADAR?

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Every company that finds itself on the Radar has been chosen because they have proven themselves to be worthy by demonstrating excellence in either growth, innovation, or both, and are able to translate that into proven solutions that benefit their clients. At times, companies with high market share may not place on the Radar. Companies are chosen because they are already doing great things, or because they are poised to do great things.

## Frost Radar → C2A

All companies on the Frost Radar could be C2A. Frost Radar Award recipients are the companies that Frost & Sullivan considers the **Companies to Act On Now**.

## GROWTH, INNOVATION & LEADERSHIP AWARD

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The Growth Innovation Leadership (GIL) best practice award is bestowed on companies that are market leaders that are at the forefront of innovation. These companies consolidate or grow their leadership position by continuously innovating and creating new products and solutions that serve the evolving needs of the customer base. These companies are also best positioned to expand the market by strategically broadening their product portfolio.

## Frost Radar

### 2 Major Indices, 10 Analytical Ingredients, 1 Platform

#### VERTICAL AXIS – THE GROWTH INDEX

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Growth index is a measure of a company's growth performance and track record, along with its ability to develop and execute a fully aligned growth strategy and vision; a robust growth pipeline system; and effective market-, competitor-, and end-user focused sales and marketing strategies.

- **GI1: Market Share (previous 3 years):** Market share relative to its competitors in a given market space for the previous three years.
- **GI2: Revenue Growth (previous 3 years):** Revenue growth rate for the previous three years in the market/ industry/category that forms context for the given Frost Radar.
- **GI3: Growth Pipeline:** This is an evaluation of the strength and leverage of the company's growth pipeline system, to continuously capture, analyze and prioritize its universe of growth opportunities.
- **GI4: Vision and Strategy:** This is an assessment of how well a company's growth strategy is aligned with its vision. Are the investments the company is making in new products and markets consistent with the stated vision?
- **GI5: Sales and Marketing:** This is a measure of the effectiveness of a company's sales and marketing efforts in helping the company drive demand and achieve its growth objectives.

#### HORIZONTAL AXIS – THE INNOVATION INDEX

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Innovation index is a measure of a company's ability to innovate products/services/solutions that are developed with a clear understanding of disruptive Mega Trends, are globally applicable, are able to evolve and expand to serve multiple markets, and are aligned to customers' changing needs. Key elements of this index include:

- **II1: Innovation Scalability:** This determines whether the organization's innovation(s) is/are globally scalable and applicable in both developing and mature markets, and also in adjacent and non-adjacent industry verticals.
- **II2: Research and Development:** This is a measure of the efficacy of a company's R&D strategy, as determined by the size of its R&D investment and how it feeds the innovation pipeline.
- **II3: Product Portfolio:** This is a measure of the product portfolio of the company, focusing on the relative contribution of new products to its annual revenues.
- **II4: Mega Trends Leverage:** This is an assessment of a company's proactive leverage of evolving long-term opportunities and new business models, as the foundation of its innovation pipeline.
- **II5: Customer Alignment:** This evaluates the applicability of a company's products/ services/ solutions to current and potential customers (7-year horizon), as well as how its innovation strategy is influenced by evolving customer needs.