

F R O S T & S U L L I V A N

## FROST & SULLIVAN BEST PRACTICES AWARD

MOBILE THREAT DEFENSE - EUROPE

Growth, Innovation, & Leadership  
Frost Radar 2019



F R O S T & S U L L I V A N

BEST  
PRACTICES  
AWARD

2019



# F R O S T R A D A R

## CONGRATULATIONS!

Frost & Sullivan is proud to present Zimperium 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 Zimperium 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, Zimperium'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*

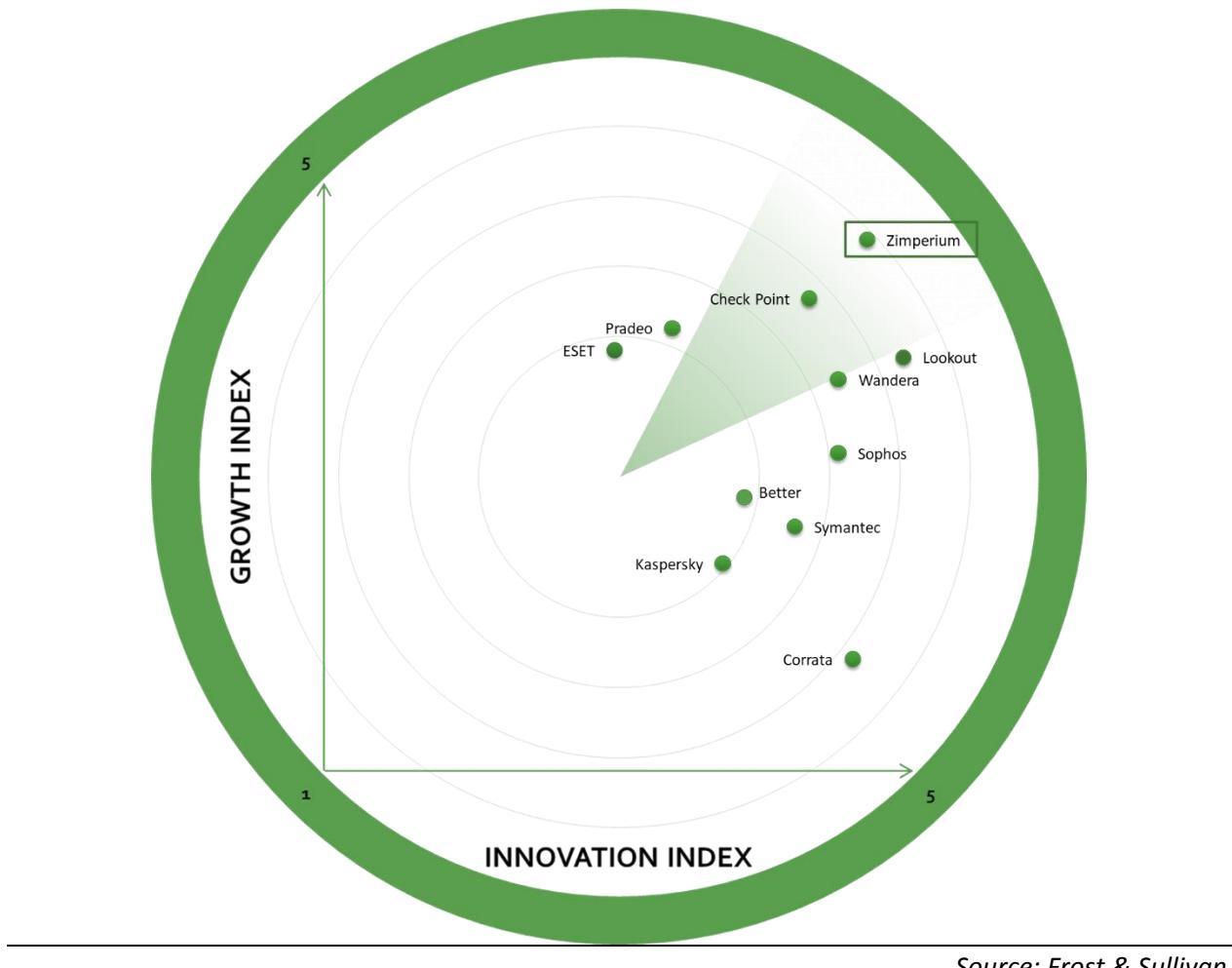
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## The Frost Radar European Mobile Threat Defense Market



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**

#### **Zimperium**

#### **COMPANY DIAGNOSTIC**

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Zimperium was established in 2010 and has risen to become one of the leaders of the mobile security industry. Zimperium focuses exclusively on mobile security issues and offers a unique MTD solution that runs locally on the device. Zimperium's clients can benefit from the Z9 engine, a leading mobile threat detection technology that monitors the device's security posture in real time.

#### **FROST RADAR POSITIONING**

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- The company appears in the upper-right section of the Radar. Zimperium is the absolute leader both in terms of growth and innovation in the European mobile security market.
- The company's focus on the enterprise market places it in a unique position to meet the expectations of corporate clients.

- The architecture of Zimperium's mobile threat defense solution reflects a groundbreaking approach to securing the mobile device while respecting the end-user's privacy.
- The company is a genuine thought leader that is a trendsetter for the industry at large.

## COMPANY STRENGTHS

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- Zimperium provides complete on-device protection from phishing attacks, malicious applications, and threats stemming from the device and network.
- The architecture of its mobile security solution ensures the protection of clients' corporate data, along with the privacy of end users.
- Z9 is a machine-learning powered engine that runs locally on the device and can detect cyberattacks without a connection to the cloud.
- Zimperium's mobile threat defense solution was designed for the enterprise market.

## COMPANY OPPORTUNITIES

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- Despite the unprecedented growth in 2019, Zimperium is expected to further grow its install base in Europe where the company's commitment to privacy is likely to resonate with corporate clients and governments.
- Zimperium should continue growing the number of its partnerships with existing EDR and EPP providers to address the potential market opportunity.
- Zimperium should also consider how the emerging network-level solutions can be paired with Zimperium's engine to provide a multi-layered defense.

## 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. Best Practice recipients are the companies that Frost & Sullivan considers the **Companies to Act On Now**.

### GROWTH EXCELLENCE AWARD

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The Growth Excellence best practice award is bestowed on companies that are achieving high growth in an intensely competitive industry. This includes emerging companies making great strides in market penetration or seasoned incumbents holding on to their perch at the pinnacle of the industry.

### INNOVATION EXCELLENCE AWARD

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The Innovation Excellence best practice award is bestowed on companies that are industry leaders reinventing themselves through R&D investments and innovation. These may be companies that are entering a new market and contend for leadership through heavy investment in R&D and innovation.

### 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.