

FROST & SULLIVAN

# BEST PRACTICES

AWARDS

FROST & SULLIVAN

2020 BEST PRACTICES AWARD



**2020 GLOBAL DATA LEAK PREVENTION  
TECHNOLOGY INNOVATION AWARD**

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## Background and Company Performance

### *Industry Challenges*

With the Internet of Things' proliferation, organizations must protect their ever-expanding ecosystems against cybercriminals and other malicious individuals. This particularly applies to those who have direct or easy access to the organization's most confidential data—i.e., malicious employees or hackers posing as employees to steal an organizations' sensitive data for monetary gain. With these persistent insider threats, organizations cannot rely on traditional data leak prevention (DLP) security solutions, as they only secure the environment against insider threats (either accidental or intentional).

Enterprises cannot afford to leave such inadequate security measures in place; however, many companies still deploy costly solutions that do not provide sufficient data security protections. Second-rate security solutions allow cyber-attacks to devour a company's capital and revenue, as recovery is quite expensive. The cost of data leakage can tremendously impact consumer trust and brand reputation. Moreover, Frost & Sullivan points out that organizations may continue to cobble disparate systems in an attempt to create a comprehensive DLP solution; however, technologies from different vendors do not always integrate seamlessly, causing an organization to lose functionality of vital features or create gaps in their network or data visibility. Furthermore, there is the inconvenience of utilizing multiple platforms in an attempt to accomplish DLP for an organization's ecosystem.

Moreover, many DLP solutions use machine learning (ML) to classify documents; however, such methods require the technology to come into contact with a file or document type multiple times to learn to distinguish between confidential and public data. ML-based solutions leave documents exposed during this learning phase, making the ecosystem vulnerable until the platform recognizes the difference between private and public data. Frost & Sullivan also notes that this process can take months or years to configure itself.

Many organizations need to ensure that they protect sensitive data by meeting industry-specific standards and regulations, so they do not fall out of compliance. Otherwise, they can receive substantial fines that can directly affect their operational expenditures. Where a business is not up to compliance standards, a hacker or malicious insider can steal an organization's proprietary or confidential information, ultimately tarnishing a company's reputation.

The shortage of security professionals further exacerbates the challenges above and requires organizations to implement advanced and automated DLP technologies to unburden security teams. Organizations need a comprehensive DLP solution that protects against malicious external attacks and insider threats—whether on-site or web-based—and relieve security teams from conducting manual tasks that could be automated.

## *Technology Attributes and Future Business Value*

Founded in 2014 and headquartered in the heart of Silicon Valley, GhangorCloud leverages its founders' (Tarique Mustafa and Bhanu Panda) data protection and security expertise to develop the most comprehensive data leak prevention platform on the market. The company serves customers globally in banking and financial services, defense and military, government, hi-tech, healthcare, and oil and gas industries. Frost & Sullivan recognized GhangorCloud as the 2018 Technology Innovation Leader in the data leak prevention industry and remains impressed by the company's continuing innovation, customer-centric support, and best practices.

### **Comprehensive DLP and CASB Platform: Information Security Enforcer**

GhangorCloud is the only vendor in the market that offers a 4<sup>th</sup> generation data protection platform, called Information Security Enforcer (ISE™), which is the most advanced DLP and Cloud Access Security Broker (CASB) platform available. The solution encompasses all four of the necessary security products to secure an organization's ecosystem: Data Classification, Data Access Control, DLP, and CASB. Frost & Sullivan's own research confirms that other competitors do not or cannot offer the four core functions in a single platform, prompting organizations to gather piecemeal technologies from various vendors in an attempt to secure their entire ecosystem. However, as such cobbled systems stem from different vendors' technologies, these platforms coupled together do not integrate or operate seamlessly, causing clients to lose out on essential features or capabilities. GhangorCloud fills this industry gap through its single, unified ISE platform that automates the vital processes to secure a client's environment, including on-premise and cloud-hosted data.

The company's ISE platform monitors a customer's ecosystem for accidental as well as malicious data leaks, whether from an employee, consultant, contractor, or external source, and prevents these leaks through its proprietary technology. Other competitors' solutions rely on manual ML capabilities to recognize confidential data versus non-confidential information. However, this means that the system leaks private information a few times before it learns what is private and what can be exposed publicly. ISE immediately recognizes the difference through the company's proprietary Artificial Intelligence (AI) algorithms; and, therefore, never leaks confidential data, positioning it as the leading DLP solution on the market. ISE views data for the first time and identifies whether the information is a human resources document, HIPAA-related data, or banking and financial information. GhangorCloud detects documents' security level rating in real time, allowing clients to experience no downtime or data leaks, delivering a high return on investment (ROI) and increasing productivity while maintaining security. The company extends its DLP capabilities to the web through its CASB feature, enabling clients to apply their policies and procedures to Internet applications, systems, and remotely accessed devices, such as in a bring-your-own-device environment.

Since ISE is fully automated, clients do not need to worry about human error issues surrounding manual data protection processes. For example, the solution's Data Access Control feature allows clients to set pre-determined policies and procedures, including

account/user authorization, to ensure that individuals cannot access devices, applications, or systems that they should not, and thus, cannot make changes without authorization. Moreover, the platform recognizes when an employee classifies a document as public when it should be set to private—whether intentional or by accident. ISE provides clients with superior visibility through its real-time incident monitoring and historical timeline, which is quite vital for investigative and forensics purposes. Moreover, GhangorCloud's platform detects breaches and malware that "hide" from competing technologies—the "90% of the iceberg" underwater, not just the iceberg above the water's surface.

### **Customer-centric Practices Driving Company Growth**

GhangorCloud's platform offers automated compliance controls that enable organizations to maintain their security posture in regards to strict industry compliance standards. ISE generates audit reports for mandates such as the Payment Card Industry Data Security Standard, Gramm-Leach-Bliley Act, Sarbanes-Oxley Act, the Health Insurance Portability and Accountability Act, the General Data Protection Regulation, and the National Institute of Standards and Technology. ISE's compliance management feature allows customers to remain compliant while removing the human-error factor from audit report compilation, as well as reducing labor hour expenditures and time spent generating compliance reports manually. Furthermore, such automated processes help clients alleviate the pressures they experience from the security professional shortage currently restraining the security industry.

GhangorCloud's aggressively innovative spirit allows it to develop technology years ahead of the competition, positioning the company as the true market leader in the DLP space. The company provides clients with seamless, rapid integration strategies by requiring little to no training for its solutions. Furthermore, the configuration period lasts only one to two weeks as GhangorCloud's platform operates through the company's AI capability, enabling customers to achieve an instant, high ROI. In contrast, competing solutions require months or years to provide value due to their ML-based detection. Moreover, other competing technologies could become legacy by the time an organization begins to benefit from the solution.

GhangorCloud works closely with prospective customers to ensure they understand the benefits ISE can provide their organizations, starting with a presentation and demonstration, and then offers a proof-of-concept. The company's strategy, unmatched technology, and customer-centric design all lead to a near 100% customer win-rate. Serving as a testament to GhangorCloud's leadership position in the market, the company doubled its income, revenue, and customer penetration in 2019 over 2018 and expects to continue this trend into 2020.

## *Conclusion*

GhangorCloud, previously recognized by Frost & Sullivan as the 2018 Technology Innovation Leader, continues to maintain its impressive track record of top-class data leak prevention (DLP) and excellent customer-centric support on a global scale. GhangorCloud is the only company currently providing 4<sup>th</sup> Generation data protection through its Information Security Enforcer (ISE)<sup>™</sup> platform. ISE is the only system on the market uniquely positioned to address the four core functions necessary for the operation of optimal security ecosystems: Data classification, Data Access control, DLP, and a Cloud Access Security Broker.

Frost & Sullivan applauds the way that GhangorCloud incorporates all of this into a single, intuitive user interface. The company's platform is fully-automated, eliminating potential human error fraught in traditional, manual data protection processes, and providing superior visibility through real-time incident monitoring. One- to two-week turnaround times on its artificial intelligence configuration process nets clients an instant return on investment compared to the several months or years it could require for competing technologies utilizing machine learning-based detection. Additionally, GhangorCloud's outstanding customer support strategy of working closely with organizations to assess needs, including a live proof-of-concept demonstration, solidifies the company's position in the market as a true innovator.

With its one-of-a-kind technology, customer-centric strategies, and strong overall performance, GhangorCloud earns the 2020 Frost & Sullivan Global Technology Innovation Award.

## 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 Global 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
- Criterion 2: Product Impact
- Criterion 3: Scalability
- Criterion 4: Visionary Innovation
- Criterion 5: Application Diversity

### **Future Business Value**

- Criterion 1: Financial Performance
- Criterion 2: Customer Acquisition
- Criterion 3: Technology Licensing
- Criterion 4: Brand Loyalty
- Criterion 5: Human Capital

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

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