

FROST & SULLIVAN

# BEST PRACTICES

AWARDS

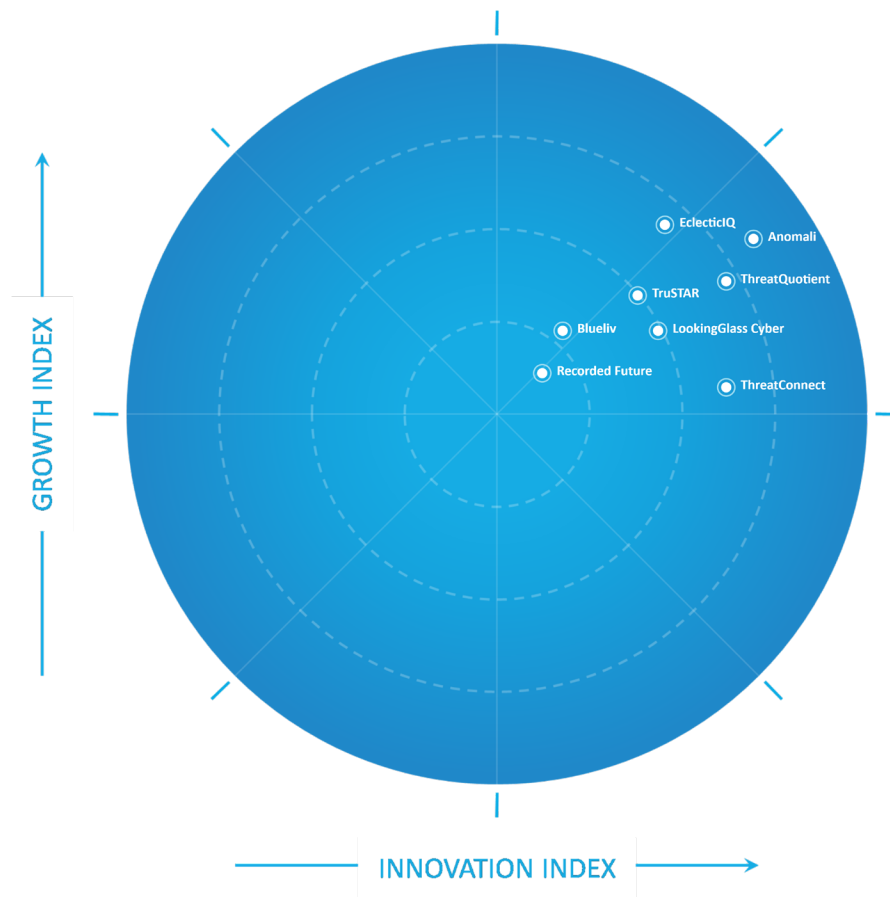
FROST & SULLIVAN

BEST  
2020 PRACTICES  
AWARD

ANOMALI®

2020 GLOBAL  
THREAT INTELLIGENCE PLATFORMS  
INNOVATION EXCELLENCE FROST RADAR AWARD

## The Frost Radar™ Global Threat Intelligence Platforms Market



Source: Frost & Sullivan

Frost & Sullivan has independently ranked the top 8 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
- Growth Pipeline
- Vision and Strategy
- Sales and Marketing
- Revenue Growth
- Market Share Growth

Frost & Sullivan studies related to this independent analysis:

- Global Threat Intelligence Platforms Market, Forecast to 2022

## The Growth Environment

- The growing media attention to cyberattacks and data breaches raises awareness of cybercrime and the financial and reputational losses that it causes. The increasing complexity of cyberattacks highlights the necessity of adopting a proactive, threat intelligence-driven approach to cybersecurity. To secure a modern enterprise, security teams not only must respond to threats, but also anticipate and prevent them.
- Threat intelligence platforms enable organizations to navigate the ever-growing threat landscape and operationalize threat data. The growing volume and complexity of threat intelligence presents a compelling case for the adoption of a platform that allows an organization to aggregate, vet, and process threat data.
- Threat intelligence platforms strengthen organizations' security posture by correlating internal threat data with third-party threat feeds, and allow them to push decisions into other security or management solutions.
- In a global business environment with a shortage of cybersecurity professionals, Threat intelligence platforms allow organizations to streamline the intelligence cycle and utilize analyst resources more efficiently.
- Market revenue reached \$132.7 million in 2019; Frost & Sullivan predicts that revenue will increase at a compound annual growth rate of 21.0% and reach \$234.9 million by 2022. It is among the cybersecurity markets that will be least affected by the COVID-19-induced global economic slowdown.

## Frost Radar™ Innovation Excellence Award

### Anomali

#### Growth

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- Anomali demonstrates substantial growth in the threat intelligence platform market. The company by far is the leader in terms of the market share.
- The company's ability to steadily expand its customer base is primarily because of its robust long-term strategy and vision.
- The company invested in the development of threat detection and threat hunting capabilities to increase its platform's value proposition. At the same time, the creation of a network of partnerships and integrations has widened its appeal to new customers.

## Innovation

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- Anomali is the frontrunner in the threat intelligence platform market.
- The company goes to market with a comprehensive platform that brings together its threat detection engine and browser extension powered by natural language processing technology, allowing security teams to evaluate and act on unstructured data accessed from a web browser.
- The innovative features of products that comprise the Anomali platform reflect the company's long-term strategic outlook and an outstanding commitment to innovation.

## Next Steps

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- Anomali should further invest in deepening the integrations with its partners to maximize the value of its threat intelligence platform for existing and new customers.
- The company should continue expanding its threat detection and threat hunting offerings to seize additional revenue streams.
- As the evolution of the market space is likely to lead to the creation of the next generation of threat intelligence platforms that will address the use cases of solutions from adjacent markets, Anomali needs to invest in developing risk and vulnerability management capabilities to augment the core platform functionality.

## What is the Frost Radar™?

### Companies to Action – Benchmarking Future Growth Potential

#### 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 Frost & Sullivan's 360-degree research methodology (primary and secondary research) and objective rating of companies in a given market.

#### Why do you 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.

## What will it accomplish?

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Companies can gain an objective, independent perspective of their innovation and growth strategies, including their robustness, effectiveness, relative competitive strength, and implications for their long-term success.

## How to use it?

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The Frost Radar™ is a dynamic tracking tool that offers frequent rating and positioning of companies that are leading the industry in growth, innovation, or both. Because of changes in the operating environment and internal organizational changes, their positioning in the Frost Radar™ will change over time. It is important to leverage the 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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Companies have been chosen to be in the Frost Radar™ because they have proven themselves to be worthy by demonstrating excellence in 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 are poised to do great things.

All companies on the Frost Radar™ could be Companies to Action. 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 upon companies that are achieving high growth in an intensely competitive industry. This includes emerging companies making great strides in market penetration and 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 upon companies that are industry leaders outperforming their competitors in this area, or new market entrants contending 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 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™ – Benchmarking Future Growth Potential

### 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. The elements of this index include:

- **GI1: Market Share (previous 3 years):** This is a comparison of a company's market share relative to its competitors in a given market space for the previous 3 years.
- **GI2: Revenue Growth (previous 3 years):** This is a look at a company's revenue growth rate for the previous 3 years in the market/ industry/category that forms the context for the given Frost Radar.
- **GI3: Growth Pipeline:** This is an evaluation of the strength and leverage of a 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 it 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 (with a clear understanding of disruptive Mega Trends) that are globally applicable, are able to evolve and expand to serve multiple markets, and are aligned to customers' changing needs. The elements of this index include:

- **II1: Innovation Scalability:** This determines whether an organization's innovations 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 a company's product portfolio, focusing on the relative contribution of new products to its annual revenue.

- **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, as well as how its innovation strategy is influenced by evolving customer needs.