



Pradeo Recognized for

2021

Enabling Technology Leadership

Global Mobile Security Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Pradeo excels in many of the criteria in the mobile security space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Pandemic Challenges Emphasize Pradeo’s Foresight

The COVID-19 pandemic disrupted organizations across sectors and forced new adaptations in many business processes and services. Many workers and businesses find themselves in new remote and work-from-home situations, using mobile devices more than ever before to access corporate networks and resources. Yet, while each new mobile device and application opens new accessibility, it also opens new vulnerabilities and vectors of attack on individuals and company data. Organizations face a continuously changing landscape for mobile security, with an uptick in cyber-attacks and a vast expansion in the number of endpoints demanding access to sensitive data assets and intellectual property. Businesses may have entered the pandemic with a mobile device management (MDM) system in place or opted for an unmanaged or bring your own device (BYOD) approach. Yet, as witnessed by notable and costly cybersecurity events in recent years, businesses have been using inadequate systems all along that have not protected them from sophisticated vulnerabilities and malware. While BYOD policies allow for greater accessibility, they create more and more exposure to malicious applications (apps); and conversely, strict MDM implementations often irritate users when false positives for suspicious apps block functions and access.

Even before the pandemic, when security groups, information technology teams, and company’s leadership agreed on the need for a more complete mobile security approach, instituting a comprehensive and unified strategy has been difficult. Frequently, point solutions securing one function or one business use clutter the organizations’ framework, making it difficult to deploy, manage, and

enforce integrated solutions and policies. Moreover, as more organizations move to cloud-based infrastructure and resources, securing the edge and mobile computing technologies requires an expanded vision beyond the enterprise perimeter to a wider environment. Allowing mobile flexibility to boost productivity can work against security. As mobile usage will only increase in the coming years, organizations are seeking to simplify multivendor congestion and avoid frustration.

While the pandemic caught many businesses off-guard and unprepared for massive BYOD use, Pradeo proved itself more than ready to help organizations cope with tools already geared toward the remote-first environment. Indeed, the disruptions only served to underline the utility and value of Pradeo's portfolio for enabling hybrid and BYOD operations. Frost & Sullivan previously recognized Pradeo in 2019 for its product line leadership: Mobile Threat Defense (a multilayered product protecting against app, network, and device-focused threats), Mobile App Security Testing (a tool surfacing details of an app's behavior and vulnerabilities, and suggesting automatic remediation procedures), and In-App Protection (an embedded solution for developing self-defending apps). Building on its previous strength, Pradeo elaborates on its portfolio (with the addition of the Secure Private Store and Mobile Threat Intelligence service) to offer a single answer to deliver end-to-end value from development to operations for mobile-first organizations. Pradeo empowers organizations to consolidate mobile security around a single, turnkey bundle and a coherent strategy.

End-to-end Vision Meets Organization-wide Needs and Use Cases

Impressively, Pradeo offers a comprehensive mobile security strategy with turnkey capabilities through a series of services that address the full spectrum of customer needs and mobile security business cases. In an interlocking strategy, Pradeo's portfolio ensures coverage across the board: from ensuring privacy by design in the development processes by auditing, remedying, hardening then shielding the mobile app's security, defending the mobile device operation, protecting mobile resources and authenticating the apps and devices.

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Pradeo continues to invest in new product innovation to address the emerging cybersecurity needs of customers and partners; for example, Pradeo introduced the Secure Private Store and expanded the global application database as a part of the Mobile Threat Intelligence service. The Secure Private Store equips organizations with a solution to protect managed and unmanaged devices, with particular utility for organizations with unmanaged BYOD approaches.

In a strong testament to Pradeo's abilities, the French Army is leveraging the Secure Private Store to protect soldiers' devices while ensuring they can safely access pertinent services and resources. Customers have the peace of mind

that Pradeo's solutions are proven in high-performance and demanding environments, and continue to improve and incorporate learnings from such rigorous use cases. Pradeo technology eliminates the possibility of third-party applications jeopardizing individual or organization security through the network and extending to the operating system and apps on the device. An alternative to instituting a

mobile device management system that is frequently overly restrictive and diminishes BYOD accessibility, the Secure Private Store assists organizations and carriers with unique and customizable policies that aim to protect their users and environment.

Further, Pradeo has reinforced its mobile intelligence reach by expanding its public database of app audits that is populated using a continuous feed of analysis and security reports of millions of public apps. The database serves as a resource for security heads to evaluate and consider mobile app deployments against their security requirements and set policies on which apps should be prohibited or allowed. The global application database as a part of the overall Threat Intelligence platform (and advanced capabilities for custom security analysis) represent Pradeo's commitment to provide an in-depth visibility to any mobile application.

Working together, Pradeo's bundled services safeguard the employee's devices and the organization's corporate resources and network environment by confirming that the employee's devices and applications are running nominally and not seeking unapproved or strange network access or leaking data. Customers can devise their own rules to customize policies for devices, the secure store, and app access. Pradeo's across-the-board services furnish large enterprises and small organizations with solutions that tackle current threat defense and continue evolving to address future mobile security needs.

Advanced AI Engine Enables Breadth

Pradeo's unique and patented artificial intelligence (AI) engine is at the core of its mobile security solutions. Developed over 10 years by using advanced research, data mining, and learning processes, the AI engine has helped Pradeo deliver actionable threat detection and differentiated remediation solutions. Since Pradeo's launch, its team of Ph.D.'s has been honing the AI technology into a leading engine that improves over time and with more input. Each of the company's products are outgrowths of the core AI engine: validating apps in testing, shielding the app's integrity, protecting the app at runtime, securing apps against real-time threats, and authenticating apps and the devices before they access corporate resources.

The flexibility of Pradeo’s AI technology enables the company to configure and adjust products quickly, and the continuous learning and adaptability effectively future-proofs the solution set. Highly adaptable and applicable across business cases, Pradeo’s core technology supports the solution set to implement quickly and serve long-term value across the mobile security strategy. For instance, while the In-App Protection requires more involvement to embed Pradeo technology within the application it ensures security throughout use, and conversely the Mobile Application Security Testing is easier to roll out for immediate value.

A Complete Mobile Security Bundle



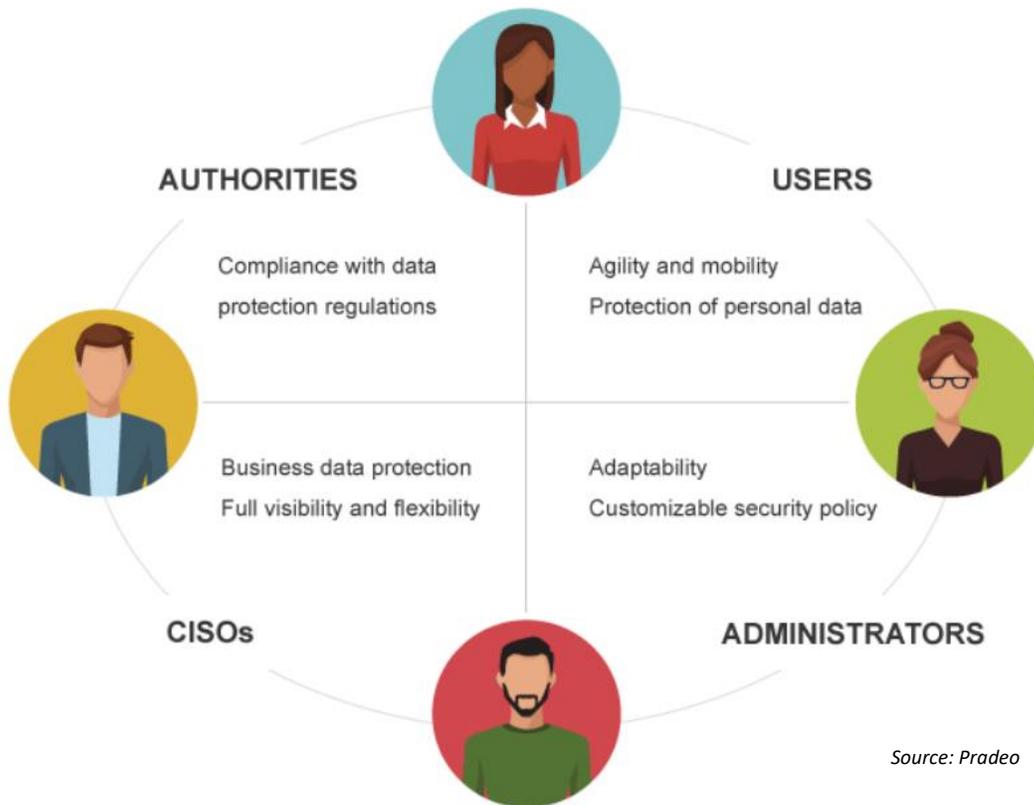
Source: Pradeo

Precision and Customization

The ability to deliver exceptional visibility into application behavior and data access is a differentiator for Pradeo. The solution set equips organizations with in-depth visibility into what applications are doing with data and controls for the security team to set and modify policy in fine detail. Across the Pradeo portfolio, the AI engine conveys a granular and accurate intelligence. Pradeo’s precise technology minimizes false positive detections that block applications and functionality and frustrate users. In-depth visibility also translates to customizable options for the enterprise: to set up permissions, execute zero-touch deployments, and interoperate with major stakeholders in the mobile device management ecosystem through application program interface integrations. Pradeo recommends predefined configurations to fit small and medium businesses’ needs that are ready to implement, include automation remediation, require light-touch administration, and offer adapted pricing.

Pradeo assessments are behavior-based, giving customers a window into what data apps access, send, or delete, to identify malware, malicious code, and unwanted actions. Pradeo’s technology is coding language agnostic, inspecting the binary code of applications rather than the source code (as it allows the company to audit public apps and consider the entire scope of the application). Measuring the app’s actual behavior is significantly more impactful than assigning a vague risk score, as most competitors do. This approach presents the user a clear conclusion of the app’s actual activity and safety for the customer organization, and reduces the potential for false positives based on “reputation” or simply a “score.”

A Complete Mobile Security Bundle



Source: Pradeo

European Acting Globally

Pradeo draws from its European home base and sensitivity to data privacy to take a leading position worldwide. While more customers globally recognize the importance of mobile security and data protection, regulation has not kept pace with technology. The European Union's General Data Protection Regulation represents one of the few large-scale moves in that direction. Consequently, sensitivity to that privacy leading position and enthusiasm to keep going is part of Pradeo's global value proposition and its experience in supporting strict compliance measures is an asset. The company prides itself on delivering exceptional data privacy and designs all of its features to that purpose. In addition to the app protection tools, Pradeo ensures that all of the information collected as a part of its mobile security logs is anonymized.

Support Excellence

Pradeo ensures that all customers receive the best service and support and can fully use the high-tech features of its mobile protection solutions. Based in the Pradeo foundational philosophy to go "beyond the impossible," the company prioritizes going further to develop innovation and in caring for

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customers. Support teams are certified experts in their own rights, aiding customers in using the Pradeo bundle to execution their security strategy and resourcefully to help them unearth insights about their mobile environment. The worldwide support team emphasizes alertness, assisting customers in each stage of the lifecycle: to configure the solution

to each organization's unique needs, to continue monitoring security events and help remediate when necessary, and in personalized follow-ups. Pradeo values the support functions as an equally vital part of the comprehensive approach.

Conclusion

The disruptions of the COVID-19 pandemic propelled the already growing momentum for mobile security awareness, but the fragmented landscape point solutions leave enterprises frustrated with a patchwork of vendors and lacking a coherent strategy overall. Pradeo continues to strengthen its position in the global mobile security markets by delivering a turnkey, unified, feature-rich and artificial intelligence-driven solution that has consistently delivered superior results. Pradeo is at the forefront of data privacy regulation and prides itself on exceptional service and support throughout the relationship.

For its end to end vision, turnkey solution suite, and a management team focused on speed of execution, Pradeo earns Frost & Sullivan's 2021 Global Enabling Technology Leadership Award in the mobile security market.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

