



*Secureworks Recognized for*

**2021**

**Customer Value Leadership**

Global XDR 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. Secureworks excels in many of the criteria in the XDR space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### Recognizing the Need for XDR

Extended detection and response (XDR) is a vendor-agnostic solution that aggregates data from a wide range of security controls, such as endpoint, cloud, and network, enabling security teams to detect, investigate, and respond to threats in a holistic and efficient manner.

Secureworks® -- a global cybersecurity leader—leverages its 22 years of expertise and proprietary know-how in security operations and analytics, incident response, threat hunting, and adversarial tactics, techniques and procedures (TTPs) to help organizations protect their expanding attack surface from progressively sophisticated threats. With Secureworks Taegis™ XDR cloud-native SaaS, customers can detect more true positives, accelerate investigations and response, boost the efficiency of security operations, and maximize the ROI of existing security tools. Customer benefits include:

- Holistic visibility and attack-surface coverage: Taegis XDR collects and analyzes telemetry from network, cloud, endpoint and other elements of customer organization’s security fabric
- More time to address real threats and less time lost on false positives: Taegis automatically correlates logs and events from different security sources to validate and prioritize alerts
- Advanced and unknown threat detection: Taegis AI-powered advanced analytics engines analyze billions of events against threat indicators, countermeasures, and purpose-built analytics.
- A single platform for all investigations: Taegis XDR includes a comprehensive threat-hunting

toolkit featuring MITRE ATT&CK TTPs. A single solution alleviates the pain point of manually stitching data together or bouncing between disparate tools

- Better ROI on existing security tools: as an open platform that complements customers' security infrastructure, Taegis XDR extends its detection, investigation, and response capabilities to cover a customer's entire environment and existing tools. There's no need to rip and replace.

### ***Understanding the XDR Vision***

Frost & Sullivan recognizes that the XDR market is still in the early stages and considers XDR to be a product vision that the market is striving to reach. The three promises of XDR include cross-layered detection and response, integration with third-party solutions, and meaningful automation. Secureworks is aiming to deliver on these components of XDR.

Meaningful automation is key to Secureworks' excellence in this market. Taegis XDR customers can reduce mean-time-to-respond (MTTR) down to minutes with automated playbooks that are based on best practices from Secureworks' 1,400 incident-response engagements each year. Time is the most valuable commodity in today's security operations, and organizations face a steadily increasing number and complexity of attacks that decrease the time that each analyst can devote to an alert. Taegis XDR customers report a dramatic reduction in the number of alerts to deal with due to the solution's ability to validate alerts. Taegis XDR supports telemetry from its own agent and third-party endpoint, network and cloud point solutions and correlates it with Secureworks' curated threat intelligence and AI-driven advanced analytics to help security operations teams detect, investigate, and respond to security incidents with speed and accuracy.

Sunil Saale, Head of Cyber and Information Security at MinterEllison, said, "We generate around 2 billion events each month. With Secureworks, we are able to crunch down that number to 20-30 high fidelity alerts—and that makes my team's job much easier."

For organizations in need of additional resources or expertise, Secureworks provides Taegis ManagedXDR, a managed service offering based on the XDR SaaS application. Secureworks experts investigate and respond to threats on customers' behalf 24/7/365, improving threat detection and expediting response. An assigned Threat Engagement Manager provides reports, reviews, and recommendations to improve the customer's security posture, and Secureworks' Incident Response team is available for IR advice and support. Managed XDR provides the best of cross-company cooperation and empowers the customer's security team.

Secureworks has designed its solutions to up-level analysts' capabilities and ensure smooth XDR adoption. The company's cybersecurity industry expertise and emphasis on customer experience is helping organizations realize the promise of XDR.

### ***A Customer-centric Approach to XDR***

With Taegis, Secureworks gives customers access to the tools, best practices, and threat research used by its own experts, adding interactive features to help with investigations. Through *Ask An Expert*, a special in-app chat, customers can reach a Secureworks SecOps expert in as quickly as 60 seconds directly from the Taegis console with questions about security alerts, workflows, or for help with

investigations. Secureworks offers XDR as SaaS or a Managed Service, provided by Secureworks or from a partner, to give customers a choice in how they implement XDR. ManagedXDR dramatically increases the effectiveness of Taegis XDR's cross-layered detection and response and allows organizations to ease their transition toward XDR.

### ***The Value of Human Capital***

Machine learning, AI, and automation have a considerable impact on society as a whole. Solutions that rely on these capabilities are increasingly in demand because organizations need to do more with less. While continuing to develop these tools is important, organizations should note that every solution ultimately relies on their security teams. Taegis XDR combines the power of human intelligence – the insights of Secureworks Counter Threat analysts and experience of incident responders—with AI-driven advanced analytics—to empower security operations professionals. Additionally, the company provides ManagedXDR, Incident Response, Security Advisory and other services to unlock customers' full potential.

In the emerging XDR market, Secureworks has made an important choice to recognize and value human capital, both its own and its clients', above all else. By offering a helping hand and engaging with customer teams in a meaningful manner, Secureworks maximizes the value that customers receive.

Based on Frost & Sullivan analysis, Secureworks's sound financial performance provides a strong foundation for future growth. Secureworks went public in 2016, and has grown significantly since. For the First Quarter FY22, which ended April 30, 2021, Secureworks reported year-over-year growth in Taegis ARR of 191%, revenue growth of 213% and customer growth of 250%.

## **Conclusion**

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With a solid value proposition, Secureworks is among the leading competitors in the global XDR market. The company understands the promises of XDR, but, more importantly, it recognizes the challenges in the current market.

Secureworks acknowledges XDR's failure to deliver the automation that the market needs and thus intends to smooth the transition toward this goal with its ManagedXDR service. This solution focuses on customer experience, interactivity, and cooperation to augment each capability of XDR. Moreover, the company understands the value of human capital and leverages the strength of having more than twenty years of cybersecurity experience.

With its strong overall performance, Secureworks earns Frost & Sullivan's 2021 Customer Value Leadership Award in the global XDR market.

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *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)**

