

Pulse Secure® (acquired by Ivanti)

Recognized as the

2021

Company of the Year

Asia-Pacific Secure Remote Access Industry

Excellence in Best Practices

ivanti

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the cybersecurity industry: innovative business models, disruptive technologies, and transformative Mega Trends. Every company competing in the cybersecurity space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of Pulse Secure (acquired by Ivanti) is a reflection of how well it is performing against the backdrop of these imperatives.

SIB	INNOVATIVE BUSINESS MODELS	DISRUPTIVE TECHNOLOGIES	TRANSFORMATIVE MEGA TRENDS
Why	<ul style="list-style-type: none"> In an ever-changing threat landscape, end users want scalability and flexibility in their cybersecurity strategy. Service providers have started to transition to cybersecurity-as-a-service models to integrate pricing flexibility. A service-based approach to cybersecurity has given rise to new models, such as assessment-as-a-service, and cybersecurity as a separate core functional area. 	<ul style="list-style-type: none"> Continuous authentication and encryption, data de-identification services, blockchain, and biometrics are being used for threat prevention. Social media platforms are leveraging AI and ML algorithms to automatically detect, isolate, and warn subscribers to prevent data breaches and misinformation. Deepfake technology, quantum computing, 5G, and the IoT will drive strong growth opportunities but also host numerous vulnerabilities. 	<ul style="list-style-type: none"> The use of IoT-connected devices poses vulnerabilities for enterprises and customers alike. With the rising IoT threat landscape and evolving cyber regulations, cybersecurity will emerge as an organization-wide approach with active involvement from the board rather than merely an IT function. Core cybersecurity responsibilities are becoming more prominent across businesses, with expertise in the roles of chief information officer, chief information security officer, chief technology officer, and chief cybersecurity officer.
When	<ul style="list-style-type: none"> Service providers will focus on lowering the overall cost of ownership and reducing complexity through cybersecurity-as-a-service approaches. End users will prefer tailored cybersecurity services that allow for periodic realignment to suit company needs and threat possibilities. With additional opportunities in data monetization, individuals will seek data anonymization and de-identification services in the next 3 to 5 years. 	<ul style="list-style-type: none"> Revenue from ICT cyber benefits are expected to reach \$180 trillion by 2030. Growth will be driven by the IoT, AI, Big Data analytics, and the sophistication of cyberattacks. User behavior analytics, encryption, cloud, and deep learning will play significant roles in market growth for the next 5 to 10 years. 	<ul style="list-style-type: none"> Demand for cybersecurity services will be driven by the significant increase in the number of smart/connected devices and users. By 2030, the Asia-Pacific region is expected to have the highest market revenue growth for cyber security solutions. Security solutions will be a priority for private financial and banking services, and for critical healthcare and aerospace & defense services.

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. Pulse Secure (acquired by Ivanti) excels in many of the criteria in the Asia-Pacific secure remote access space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Addressing Unmet Needs & Implementation of Best Practices

“With continual efforts and investments in innovation, Pulse Secure (acquired by Ivanti)’s open and flexible ecosystem stands out from close competitors’ dedicated secure remote access solutions. This open-concept architecture enables customers to work with various vendors without having multiple security solutions working in silos.”

- Vivien Pua, Industry Analyst

Many organizations were forced to transition quickly to a remote workforce in 2020 due to the COVID-19 pandemic. Simultaneously, they accelerated their digital transformation to meet changing customer expectations. The rapid surge of digital technologies adoption and the increased workforce mobility have created new cybersecurity vulnerabilities. Hence, organizations increasingly seek secure remote access solutions to support business continuity and improve overall security. Pulse Secure (acquired by Ivanti), a leader that focuses on providing a full suite of secure

access solutions, saw tremendous demand for its Pulse Access Suite in 2020. Apart from supporting mounting requests from existing and new customers during the pandemic outbreak to secure their remote workforces, the company maintains its innovation focus by introducing its Zero Trust Access (ZTA) solutions to complement its existing Pulse Access Suite offerings. The combination of the new ZTA solutions with secure access solutions reiterates its ongoing commitment to empower companies of all sizes with deployment flexibility, scalability, interoperability, efficiency, and visibility.

Its cloud-based ZTA solutions provide customers the flexibility to offload some user connections to those solutions while continuing to leverage the traditional virtual private network (VPN) remote access to critical corporate assets within their local environment. For customers that deploy traditional secure remote access solutions, the current Pulse Access Suite offers complete secure access connections to the cloud, mobile, application or network. It can be implemented in an on-premises environment or the cloud. As organizations rapidly shift workloads to the cloud and increasingly adopt a hybrid cloud approach, the company offers flexible deployment modes comprising physical, virtual or cloud appliances to meet changing customer needs.

A platform that centralizes control and analytics across the Pulse Access Suite, ZTA, and Network Access Control (NAC) solutions consolidates all management processes. This allows customers end-to-end visibility across multiple environments, be it data center, private cloud or public cloud.

With continual efforts and investments in innovation, the company stands out from close competitors that offer dedicated secure remote access solutions by its open and flexible ecosystem. The open-concept architecture enables customers to work with various vendors without having multiple security solutions working in silos. Recognizing organizations' challenges arising from the increasingly complex multi-vendor cybersecurity environment and the flexibility required, Pulse Secure (acquired by Ivanti) continues to accelerate and enable productive workplaces without sacrificing security via its flexible, scalable, and easy-to-use secure remote access solutions.

Leadership Focus

Pulse Secure dominated the Asia-Pacific (APAC) secure remote access market and solidified its leadership with a 42.8% market share in 2020. At the end of 2020, Ivanti, a leading information technology (IT) software provider that focuses on realizing the Everywhere Workplace concept, acquired the company. This acquisition is expected to add value to both Pulse Secure and Ivanti's businesses as they share the vision to build a secure and productive Everywhere Workplace with unified and personalized employee experiences.

The addition of Pulse Access Suite solutions to Ivanti's portfolio and other acquisitions continues the bigger entity's commitment to supporting the shift in work habits. It enables better IT assets management from the cloud to the edge in a zero-trust world through real-time intelligence. Ivanti's portfolio expansion through active acquisitions or partnerships ensures its continual relevance to customers in accelerating the digital IT transformation. Pulse Secure's secure remote access solutions are expected to be crucial in enabling secure connections on every device for any user wherever they work. This is on top of its parent company, Ivanti's existing product portfolio, which includes IT service management, Unified Endpoint Management (UEM), and other security solutions. The acquisition also enables Pulse Secure to broaden its market reach to Ivanti's existing customers and strengthen its dominance further in the secure remote access market.

Financial Performance

Pulse Secure (acquired by Ivanti)'s accomplishment in 2020 was exceptional across almost all APAC countries. It recorded stronger business performance than other secure remote access market participants, with a significant market share increase from 31.5% in 2019 to 42.8% in 2020. The COVID-

19 crisis outbreak in early 2020 accelerated the move to remote workplaces for business continuity and raised demand for secure remote access solutions that enable safe and productive remote workplaces. The company's speedy fulfillment of the demand spike helped it hit its annual target even before the first half of 2020 ended.

It grew by over 60% year-over-year (YoY) in 2020 in APAC and recorded triple-digit YoY growth in Japan, South Korea, Singapore, Thailand, and the Philippines. In 2020, South Korea and Thailand markets increased its revenues by over three times compared to Pulse Secure's achievement in 2019. To address the great customer demand hike in APAC, the company also set up new offices in China, South Korea, and Australia besides its presence in Singapore, India, and Japan.

Compared to its close competitors, Pulse Secure swiftly extended its support, either through expanding its local presence or engaging channel partners. This scaled up the company's operations speedily to cope with the sudden increase in demand for secure remote access solutions and grow tremendously in 2020.

Customer Purchase Experience

"Pulse Secure (acquired by Ivanti) showed exceptional business performance in 2020 across almost all APAC countries. The company's ability to quickly extend its support, either through expanding local office presence or engaging with channel partners, enabled it to scale up its operation rapidly to cope with the sudden increase in demand for secure remote access solutions. Hence, it achieved tremendous business growth in 2020.

- Vivien Pua, Industry Analyst

As part of its commitment to help communities across APAC during the challenging 2020, Pulse Secure offered free subscriptions of its secure remote access solutions via its Pulse Cares initiatives to customers and non-customers in the region suffering from the pandemic crisis. This program allows businesses to expediently obtain free software licenses for their APAC-based employees for 90-days' use. The flexible licensing and accelerated deployment helped businesses to provide immediate support and secure their remote workforce in need without any business disruptions.

Through this program, Pulse Secure provided temporary licenses to more than 1,500 enterprises, giving them instant assistance to maintain business continuity and resiliency. This shows the company's continual dedication to helping the community, customers and non-customers alike, cope with the changing business landscape and new digital initiatives even during difficult times.

Customer Ownership Experience & Customer Service Experience

Despite the surge in remote workforces across APAC in 2020, the Pulse Access Suite solutions expediently scaled up secure access connections for numerous remote workers in a short time while maintaining robust performance. This highlights its offering's solid capabilities against close competitors' secure remote access solutions or firewall participants' next-generation firewall solutions that incorporate secure remote access functionality. In some cases, the firewall platform with built-in VPN faced difficulties in scaling up effectively. Consequently, Pulse Secure saw an exponential increase in

new customers looking for dedicated secure remote access/VPN functionality that can effectively meet their evolving requirements while adapting to the new normal during the pandemic.

The Pulse Access Suite's easy and speedy deployment and the company's vast network of over 250 channel partners across APAC expedited its response to the customer demand surge. To quickly assist new and existing customers, the company expanded its operations through new offices and extended channel partner networks in the region by appointing new distributors, resellers, and training partners. These initiatives ensured the company's quality customer service with aligned go-to-market strategies across different regions, targeted industries, and customer segments in the APAC market.

Conclusion

Organizations had to adapt to the new normal and ramp up operations through increased workforce mobility and accelerated digital initiatives in the wake of the COVID-19 pandemic. Pulse Secure (acquired by Ivanti), a leading secure remote access provider in APAC, capably supports huge demand from new and existing customers for secure remote access, ensuring minimal interruptions to business continuity. The company's exceptional growth in APAC's secure remote access market in 2020 was due to its ability to quickly support customers with secure access connections for remote and flexible workplaces. Its continual investments in innovations and market expansion strategy through new offices and channel partner appointments scale up its regional business while addressing customers' evolving requirements in today's changing business landscape.

With its strong overall performance, Pulse Secure (acquired by Ivanti) earns Frost & Sullivan's 2021 Asia-Pacific Company of the Year Award in the secure remote access industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

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

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 six 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)

