



SonicWall Recognized for

2021

Competitive Strategy Leadership

Global Network Firewall 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. SonicWall excels in many of the criteria in the network firewall space.

AWARD CRITERIA	
Strategy Innovation	Customer Impact
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

SonicWall: Multi-faceted Network Security

For over three decades, SonicWall has been at the forefront of providing network firewalls for service providers, data centers, and large distributed enterprises. The Milpitas, California-headquartered company's firewall product has evolved based on ever-changing customer demands from a standard zone-based firewall to an advanced next-generation firewall comprising comprehensive security services.

"SonicWall has a multifaceted and customer-centric approach towards meeting versatile customer needs. To this end, the company leverages the latest networking, security, and cloud technologies to deliver cutting-edge cybersecurity solutions that ensure efficiency, reliability, and security, unmatched by competitors."

- Maksym Beznosiuk, Best Practices Research Analyst

Today, SonicWall focuses on delivering solutions that can detect and stop threats efficiently and quickly. To that end, the company provides extensive security services on its firewalls, including intrusion prevention system (IPS), application control, antivirus, sandboxing and others. By leveraging its industry-leading network firewall technology, comprehensive security services, and integrated security ecosystem, the company outpaces its competitors in the network firewall market by maintaining an outstanding position among its clients in the energy, finance, healthcare, retail and hospitality, and other industries.

Notwithstanding harsh competition and a challenging economy, SonicWall advances its network firewall technology, facilitating its position in the market and bringing versatile network firewall services and solutions to customers worldwide.

At the heart of SonicWall's success is its holistic approach towards developing a strategic vision and practical steps to meet the needs of various organizations in the private and public spheres. To this end, SonicWall frequently redefines its roadmap to overcome the ever-evolving security challenges posed by new technology developments in the cybersecurity space (e.g., cloud adoption). In this regard, SonicWall makes substantial research and development investments to improve its threat detection capabilities in network firewall systems and its advanced threat protection (ATP) services, both essential pieces in any organizations' security efforts.

In Oct 2021, SonicWall's ATP received a perfect score on the International Computer Security Association (ICSA Labs) tests with a 100% detection rate and a 0% false-positive rate. This was the third consecutive quarter with a perfect score, spanning a total of 96 days of testing. Such a result is a testament to the company's commitment to advancing ATP solutions to identify new cybersecurity threats that many traditional security products cannot detect.

SonicWall has a multifaceted and customer-centric approach towards meeting versatile customer needs. To this end, the company leverages the latest networking, security, and cloud technologies to deliver cutting-edge cybersecurity solutions that ensure efficiency, reliability, and security, unmatched by competitors. For instance, SonicWall has developed application security and cloud firewall solutions to meet increasing customer demand for cloud technologies. Currently, the company works on identifying and launching effective solutions for cloud workload protection, serverless security, and cloud security posture management. At the same time, SonicWall also focuses on security orchestration, automation and response (SOAR) and extended detection and response (XDR) types of solutions via active in-house development and partnerships with other leading companies in the cybersecurity field.

SonicWall broadens its strategic cooperation with technology companies across different segments worldwide. For example, in 2019, SonicWall partnered with ADT Cybersecurity, a leading Managed Security Services Provider (MSSP) and branch of ADT Security Services, to provide its cybersecurity offering to protect small and midsize businesses (SMBs) from the increasing number of cyberattacks.¹ Specifically, SonicWall provided SonicWall TZ series firewalls to ensure advanced encrypted traffic protection. Additionally, it also provided optional SonicWall Capture ATP with patented RTDMI™ technology. As a result, SonicWall helped ADT ensure unparalleled security and reliability for SMB and organizations across the United States.

In 2020, SonicWall partnered with Batelco Partners, Bahrain's leading digital solutions provider, to offer a wide variety of network security solutions to its Small and Medium Enterprise (SME) customers.² Specifically, SonicWall enabled Batelco to utilize its SonicWall TZ Series of next-generation firewalls, secure wireless, endpoint protection, and cloud security and varied integrated digital solutions to advance cybersecurity among its SMB customers in Bahrain.

Frost & Sullivan recognizes that SonicWall meets customers' needs and exceeds their expectations as multiple clients value the top-performance and business impact of its network firewall solutions:

¹ <https://www.sonicwall.com/news/adt-selects-sonicwall-as-exclusive-provider-of-managed-cybersecurity-service-offering-for-smb/>

² <https://batelco.com/news-media/batelco-partners-with-sonicwall-to-launch-integrated-security-solutions-for-smes/>

“It is our great pleasure to partner with SonicWall, a globally recognized leader in providing integrated security solutions to small and medium enterprises. Security is a critical component in the success of this segment, and we pride ourselves on being able to provide our customers with an affordable and comprehensive, one-stop solution comprised of the latest technological tools that would facilitate and simplify the processes and procedures required to boost SME performance.”³

- General Manager, Batelco

“For more than a century, ADT has been monitoring and responding to emerging threats for our customers. We will continue to do so with the help of cybersecurity pioneers like SonicWall, that allow us to deliver proven security solutions with high efficacy and low total cost of ownership.”⁴

- Senior Vice President for Emerging Markets, ADT Cybersecurity

“Integrating SonicWall’s security features into Perimeter 81’s platform will enable businesses to more easily secure access to local network resources, cloud environments, and business applications, with a seamless and highly intuitive SaaS solution. Our partnership with SonicWall will fill a rapidly growing demand from enterprise and government customers to isolate services and applications from the threat-filled world of the public Internet and to instead provide compartmentalized access to applications on an as-needed basis.”⁵

- CEO, Perimeter 81

Helping Companies by Providing Effective Network Firewall Solutions

Today, there is a growing demand for network security and privacy. Governments and regulatory authorities mandating organizations in public and private sectors are embracing new practices for working remotely and maintaining social distancing. With more active cloud migration and remote working, companies actively look for virtual network firewall solutions to strengthen their security posture and safeguard critical data.

SonicWall is at the forefront of providing network firewall solutions and security services that help clients achieve higher security, reliability, and cost-efficiency, unmatched by the competition. Namely, its network firewall solutions offer several competitive advantages such as:

- **Versatility:** SonicWall helps clients of different sizes (e.g., SMBs to large enterprises) choose firewall solutions that align with their price and functional requirements, ranging from \$400 to \$100,000. At the same time, SonicWall offers several network firewall options, such as hardware and subscription services, including cloud sandboxing, gateway antivirus, IPS, URL filtering, and many other support options. Furthermore, SonicWall allows clients using its high-end appliances to take advantage of multi-instance firewalls. In this way, clients can run various independent

³ <https://batelco.com/news-media/batelco-partners-with-sonicwall-to-launch-integrated-security-solutions-for-smes/>

⁴ <https://www.sonicwall.com/news/adt-selects-sonicwall-as-exclusive-provider-of-managed-cybersecurity-service-offering-for-smbs/>

⁵ <https://www.sonicwall.com/news/sonicwall-leads-series-a-round-funding-in-zero-trust-security-provider-perimeter-81/>

firewall programs, software versions, and configurations on the same hardware while ruling out the need to handle multiple appliances.

- **Efficiency:** SonicWall continually improves its network firewall solutions by adding new functionalities and services. For instance, in 2021, SonicWall added its "Cloud Edge Secure Access" solutions to allow customers to utilize Zero Trust Network Access (ZTNA) as a cloud-delivered service.⁶ As a result, SonicWall customers can now choose from on-premises, cloud-delivered, or hybrid zero trust security solutions. Because of this, SonicWall meets the needs of organizations with considerably different strategies and cloud-adoption rates. At the same time, the company has recently boosted its Cloud Edge cloud-delivered capabilities by offering firewall-as-a-service.
- **Price Flexibility:** SonicWall utilizes a simplified pricing structure to serve customers with ease and speed unmatched by competitors. Specifically, the company offers firewall appliances with two different bundles covering all required security services, only having differences in cloud management functionality. Finally, SonicWall doesn't charge clients for licenses on the second appliance in high availability pair, unlike most companies.

Helping Companies with Strategic Insight

At the heart of SonicWall's success story is its willingness and determination to protect its customers against malicious actors. The company operates based on the SonicWall Boundless Cybersecurity vision, which stipulates its commitment to educating customers on ways to protect their environments from emerging cybersecurity risks. The company currently offers a broad range of location-based activities like webinars, video training, and seminars. At the same time, SonicWall also provides versatile informational material on its website to educate its customers on the risks to their critical data assets and how SonicWall solutions can help them address these challenges. In this regard, SonicWall also publishes its Annual Cyber Threat Report, which encompasses information on the latest cybersecurity developments and what clients can do to protect their assets from malicious attacks.

Best Practice Example Confirms High-performance and Ultimate Reliability

Frost & Sullivan analysts applaud SonicWall for the high-quality performance and efficiency of its network firewall solutions, as demonstrated by the following use case:⁷

SonicWall helped Webel Technologies Limited, a government agency in Bengal, India, upgrade its security system. Specifically, the client, responsible for handling all e-governance-related activities in Bengal, experienced steady growth driven by new projects like West Bengal State-wide Area Network project that involved multiple directorates working to implement e-office practices.⁸ Such a situation

⁶ <https://www.prnewswire.com/news-releases/sonicwall-expands-boundless-cybersecurity-with-new-high-performance-low-tco-firewalls-company-debuts-cloud-native-ztna-solution-to-secure-work-from-anywhere-environments-301170579.html>

⁷ <https://www.sonicwall.com/medialibrary/en/case-study/webel-technology-gains-protection-without-losing-performance.pdf>

⁸ <https://www.sonicwall.com/medialibrary/en/case-study/webel-technology-gains-protection-without-losing-performance.pdf>

required improved security and connectivity tools to ensure a successful project outcome. As a result, the client ordered 50 SonicWall's Nsa 2650, next-generation firewalls, boosting its security posture and connectivity. At the same time, the client also achieved cost savings and dependability improvements through SonicWall's support and services. In this regard, the company supported the client by organizing a number of workshops with multiple teams on security effectiveness and ways SonicWall's firewall could help the client achieve its objectives.

Commitment to Continuous Innovation

SonicWall leads the way by frequently launching new network firewall products and features accustomed to versatile customer needs across different economy segments. For instance, in 2018, SonicWall launched, now patented, RTDMI™ (Real-Time Deep Memory Inspection), a groundbreaking

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technology that empowers clients to identify and prevent zero-day vulnerabilities and novel threats, delivering an invaluable advantage over cyber criminals.⁹

In addition, the company also launched the Capture Cloud Platform in 2018. This security ecosystem ensures effective integration of real-time threat intelligence, analytics, and cloud-based security, across SonicWall's firewalls, including the company's email, mobile, cloud security, and network products. As a result, this approach allows SonicWall clients to utilize top-notch hardware and software tools to leverage the cloud's high agility, efficiency, and scalability.

The company provides industry-leading network firewall solutions to its clients, enabling them to improve security, efficiency, and reliability. Frost & Sullivan finds that SonicWall is well-positioned to capture a higher network firewall market share in the foreseeable future.

⁹ <https://www.sonicwall.com/news/sonicwall-invents-real-time-deep-memory-inspection/>

Conclusion

Today, there is a growing number of threats to the security and stability of network assets across different segments of the economy. As a result, many companies require adequate and reliable cybersecurity tools to enhance the efficiency and security of network infrastructure and deliver superior protection for people, profits, and production.

SonicWall leads the way in the network firewall market by frequently redefining its roadmap to deliver the best network security and cybersecurity solutions to organizations across industry verticals, ensuring higher efficiency, security, and reliability. SonicWall positions itself strategically by broadening its portfolio with on-premise, hybrid, or virtual firewalls while also ensuring flexible price ranges. SonicWall is truly committed to educating its clients on how to defend their organization from modern cybersecurity threats. The company offers a set of versatile educational activities to inform clients on how SonicWall solutions can help them address these complex challenges.

With its unrivaled expertise and experience, innovation-driven solutions, and customer-centric approach, SonicWall earns Frost & Sullivan's 2021 Global Competitive Strategy Leadership award in the network firewall market.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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™.

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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)**

