

FROST & SULLIVAN

*XcITUM*

**2022**  
**COMPETITIVE**  
**STRATEGY**  
**LEADER**

*GLOBAL ENDPOINT*  
*SECURITY INDUSTRY*

## 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. Xcitium excels in many of the criteria in the Endpoint Security space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
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

### ***Revolutionizing Cybersecurity Solutions to Overcome Market Challenges***

Endpoint security solutions are in high demand due to the increasing complexity and occurrences of ransomware, malware, and other cyber threats impacting all industries and most organizations. The increase in remote users adds to the complexity of endpoint security, as does the growing volume of web traffic and Internet usage, along with the increasing number and diversity of endpoint devices. Internet of Things (IoT) devices also need to be secured, with emphasis on protection of the corporate network when accessed via these types of devices. Proactively implementing cybersecurity measures for threat detection and response allows monitoring to begin for future attacks. Organizations seek security vendors with endpoint solution offerings that span detection, containment, investigation, and response capabilities for increased protection against ransomware attacks.

The COVID-19 pandemic drove an increase in Internet traffic, accelerated the BYOD phenomenon, and resulted in a surge of connected devices in 2020 and 2021 due to a substantial increase in remote working. Attackers have responded to this trend with increased volume and sophistication of web-based threats. Tighter integration between email, web, and application security are critical for overall protection. Endpoint security solutions must be able to protect against high-volume commodity attacks, but also protect against sophisticated, targeted and evasive threats that require real-time detection and prevention without sacrificing user productivity.

Endpoint security is a crowded and mature market, with new vendor entries every year. To compete effectively an endpoint security vendor must develop a broad portfolio for a seamlessly integrated

platform, innovate continuously, as well as have a key differentiator in its features and/or strategic developments that sets it apart from its peers.

### ***Executive Team Alignment Complementing a Balanced and Effective Strategy***

Xcitium has revolutionized endpoint security solutions tailored specifically for midsize organizations. In 2018, as Comodo, the company transformed by expanding from its founding business strategy of keeping the Internet safe through SSL certificates into unified managed endpoint security. This branched off from the notion of the cybersecurity industry being unable to make sustainable progress in

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***- Sarah Pavlak,  
Industry Principal***

preventing cyber attacks from becoming breaches. Included in this insight is recognizing that most cyber security solutions are only 99% effective - Xcitium strives to close the 1% gap. Reinventing the defense approach is one way Xcitium addresses the gap. Through Xcitium’s advanced endpoint protection platform, which keeps unknown files contained while they are being analyzed, the threat is neutralized without needing to be detected first – providing protection against the most frequent unknowns, such as ransomware threats. Xcitium differentiates itself in a noisy market and ultimately makes CISOs’ jobs easier by delivering Endpoint Detection and Response (EDR) and Managed Detection and Response (MDR) solutions that scale without alert

fatigue and increasingly complex configuration – bringing superior endpoint security technology solutions to mid-market organizations.

Identifying ways to differentiate within the market and completely re-vamping its Executive Team is a key aspect of Xcitium’s short-term strategy to posture for long-term success. Executive Team alignment plays a vital role in Xcitium’s growth strategy as well. Recognizing customers as the key factor to long term success, Xcitium has invested heavily in customer success pillars. This resulted in the recent hire of a Vice President of Customer Success, a quarterly survey of customers who opt in to provide feedback, qualitative engagement with larger customers, as well as a customer feedback mechanism inserted into applications. The recent creation of a CISO Advisory Board demonstrates Xcitium’s commitment to providing customers with an extensive array of expertise.

### ***Competitive Differentiation with an Enhanced Customer Experience***

Xcitium’s patented Zero Dwell Time Technology differentiates from competitors within the market by evaluating threats in real-time without burdening analysts, introducing additional risk, or impacting business productivity. The technology is distinct, but also affordable, easy to use, and understand. Xcitium believes prevention is the way of the future. Other security vendors focus on detection-based approaches, which require first detecting malicious activity before prevention. Xcitium’s Zero Dwell Time Technology, utilizing patented Kernel API Virtualization, prevents unknown malware from accessing critical system resources that cause damage, while providing complete use of the unknown file

or application—this is a distinct departure from all existing vendors which terminate the offending unknown once their engine makes a threat determination.

In response to the current advanced threat landscape, security vendors need to consolidate and simplify their operational systems, offering greater benefits to midsize customers who cannot afford to purchase

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and operate a myriad of technologies to compete against the same malware, ransomware and other attacks which target large enterprises. Rather than adding more tools and programs, Xcitium delivers groundbreaking endpoint security, detection, and response capabilities for organizations that previously did not have the resources or personnel to manage complex detection and response programs.

Xcitium offers a SaaS solution designed for enhanced capability at an affordable price point to augment customers’ security teams, helping solve the talent and resource gap and maximize the benefits of Xcitium technology. The solution also leverages patented isolation technology to prevent all malware, zero-day, unknown, and

known attacks from doing harm to a system. Xcitium maximizes intelligence sharing between every component of its platform, therefore providing superior security.

Focused on core bundles to address different needs of organizations, Xcitium offers a wide range of services including Incident Response, Proactive Threat Hunting, Reverse Engineering of Binaries, Threat Intelligence, Full endpoint protection with breach protection and MDR capabilities plus Telemetry, data analysis, and log aggregation can be added onto the packages.

## Conclusion

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Frost & Sullivan applauds Xcitium for re-focusing, while maintaining its signature role to keep the Internet safe by identifying the micro factors that make an impact. Through key strategies and alignments, Xcitium has positioned itself for a long-term growth trajectory in the endpoint security realm.

Xcitium recognizes the challenges in the current endpoint security market, as well as the constantly changing threat landscape, and works to provide key solutions to alleviate the risk concerns of its customers. Xcitium thrives in providing customers with superior security products, as well delivering an outstanding customer experience.

For its strong overall performance, Xcitium is recognized with Frost & Sullivan’s 2022 Global Competitive Strategy Leadership Award in the endpoint security industry.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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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

