

FROST & SULLIVAN

*SENTINELONE*

**2022**  
**CUSTOMER**  
**VALUE**  
**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. SentinelOne excels in many of the criteria in the endpoint security 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

### *Redefining Endpoint Security Solutions to Stay Ahead of Cyber Threats*

Endpoint security solutions are in high demand due to the increasing complexity and occurrences of ransomware, malware, and other cyber threats that are impacting organizations across all industries. The increase in remote users adds to the complexity of endpoint security, as does the growing volume of web traffic and Internet usage, and the increasing number and diversity of endpoint devices as well as an increase in cloud workload adoption.

The rapid shift to remote working over the past two years has greatly contributed to an increase in Internet traffic, acceleration of the BYOD phenomenon, and a surge in connected devices. As traditional centralized work modes shift to more flexible remote models, there are fewer instances of users funneling their traffic through a single corporate gateway where security and policy enforcements can be applied – therefore, more emphasis must be placed on endpoint security. Security solutions must be able to prevent high-volume commodity attacks, but also protect against sophisticated, targeted and evasive threats that require real-time detection and prevention without sacrificing user productivity.

### *Implementing Autonomous Technology to Meet Customer Needs*

SentinelOne is redefining cybersecurity solutions with its innovative extended detection and response (XDR) platform that incorporates artificial intelligence (AI)-powered prevention, detection, response, and threat hunting across endpoints, cloud workloads, and identity in real-time. Cyber attackers are using sophisticated AI-driven techniques to unleash devastating attacks. SentinelOne has recognized the need

to complement human skills with greater automation and more intelligence-based pre-processing to assist security teams with their often-onerous workloads. SentinelOne product designs accommodate a wide range of security team skill sets that span from more novice, single-person shops all the way to advanced incident response threat hunters at large Global 2000 companies and well known incident response firms including Mandiant and KPMG.

SentinelOne's Singularity XDR platform provides cross-platform data ingestion and analytics offering rich visibility for data produced by platform native agents as well as third-party security products found in

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every customer environment. At the endpoint surface, the AI prevention and detection functionality is distributed to equip every endpoint and workload, regardless of location and connectivity status. Attacks are blocked and detected in a variety of intrinsic and customer-controlled ways with the added ability to remediate and rollback unauthorized changes in seconds, thus minimizing user and workload interruptions. These capabilities are driving down MTTD/MTTR (mean time to detect / respond), a true differentiator for SentinelOne. This is important for

organizations of all sizes in light of the move to a remote workforce and employees working worldwide, to ensure that sensitive information is always protected.

SentinelOne effectively combines endpoint protection platform (EPP) and endpoint detection and response (EDR) into a low-impact, converged agent technology that simplifies rollout and ongoing management above and beyond what legacy AV, EDR, and other disparate security point tools provide. SentinelOne offers support for various operating systems across Windows, Mac, Linux, Kubernetes, iOS, Android, and Chrome OS.

Incorporating AI also alleviates stress on organizations to find and retain cybersecurity professionals. Not only do organizations no longer need to rely as heavily on human intelligence for cybersecurity protection, AI models are constantly learning, are better equipped than humans at predicting attackers' next moves, and do not require the constant updates legacy methods need. The SentinelOne platform uses AI to automatically eliminate threats in real-time for both on-premise and cloud environments, and provides full visibility across networks directly from the endpoint.

### ***Strong Financial Performance***

SentinelOne, trading under NYSE:S, became a public company in 2021. The security company has shown consistent growth over the last five years, with a 120% revenue growth rate year-over-year since 2020, reaching just over \$200 million in revenue for the period ending January 31, 2022 (FY2022).

SentinelOne reports high levels of loyalty among their customers with approximately 97% renewing their contracts. Similarly, SentinelOne reports that existing customers tend to expand their investment in the platform after the initial purchase which is a contributor to its overall growth. The platform continues to add functionality aimed at solving security complexity. This value proposition will allow many customers

to adopt additional capabilities and modules to address cybersecurity use cases through the same platform and agent.

Recent acquisitions and partnerships add capabilities for an advanced integrated XDR platform, identity security and deception technology, and zero trust solutions to complement SentinelOne's portfolio and support a continued growth strategy.

- SentinelOne acquired Scalyr in February 2021 for its cloud-native, cloud-scale data analytics platform. With this acquisition, SentinelOne now delivers an advanced integrated XDR platform. Building upon the acquisition of Scalyr, DataSet was launched in February 2022. An innovative live enterprise data platform for data queries, analytics, insights, and retention, DataSet expands capabilities beyond cybersecurity use cases.
- Another key acquisition is Attivo Networks, acquired May 2022, adds identity and deception technologies that protect against assaults on an organization's identity infrastructure. With this acquisition, SentinelOne extends XDR capabilities to identity-based threats across endpoint, cloud workloads, IoT devices, mobile, and data - thus accelerating enterprise zero trust adoption.
- SentinelOne has partnered with leading vendors to deliver validated zero trust capabilities. Joint solution offerings with Zscaler, Mimecast, NetSkope, Microsoft, and others available via SentinelOne's Singularity Marketplace demonstrate the strength of the Singularity XDR platform to address security gaps through various industry leading solutions.

Successfully utilizing a land-and-expand strategy is apparent by a record 131% dollar-based net retention rate, as of April 30, 2022; this is only possible through consistent product innovation coupled with a strong customer focus. SentinelOne is expanding its global footprint and continuing to grow its international customer base by increasing investments in international operations. This includes investing and hiring professionals to expand business in Asia-Pacific and Europe, the Middle East and Africa, and Latin America. Noteworthy is the recently opened R&D center in the Czech Republic. This is a strategic move for the company as Czech Republic is a cybersecurity technology innovation hub.

### ***Brand Reputation Steered by Customer Experience***

SentinelOne works diligently to create brand awareness, drive demand, and develop strong customer

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relationships. With a 98% customer satisfaction rating, a 70% increase in year-over-year customer growth (currently standing at 7,400+), and 110% year-over-year Annual Recurring Revenue growth to \$339 million, SentinelOne's diligence in providing a superior customer experience is admirable. Marketing efforts include brand campaigns to build awareness of SentinelOne security solutions, situational content to demonstrate and provide expert security advice to educate about cyber threats and identifying threat

research discoveries that exemplify the distinct differentiation of its solution in regard to business outcomes. Speaking engagements with industry partners also validates SentinelOne's commitment to providing a multifaceted experience to customers.

With customers ranging from small and medium-sized businesses to large enterprises including Fortune 10 companies, SentinelOne focuses on a customer- first approach. Utilizing its cloud-delivered platform makes onboarding new customers easy and allows customization for security solution needs. Customer services are available through a platform within the console, allowing for surveys to be completed as well as showing newly available capabilities. This is in addition to its support portal, phone and email options for live support.

## Conclusion

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The evolving cyber threat landscape is a constant concern for organizations to maintain strong cybersecurity posture. As a result, organizations need unfailing cybersecurity tools. SentinelOne has met this challenge by using autonomous technology to extend protection beyond the endpoint with visibility, protection, and response capabilities for a variety of attack surfaces including endpoints, cloud workloads, and identity infrastructure.

Through industry leading XDR technology, a concentrated acquisition strategy to complement the product portfolio, laser focus on financial performance and growth strategies, aggressive marketing efforts, and a commitment to customer experience, Frost & Sullivan commends SentinelOne as a leader in the endpoint security industry.

For its strong overall performance, SentinelOne is recognized with Frost & Sullivan's 2022 Customer Value Leadership Award in the endpoint security industry.

## 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

