

ISH TECNOLOGIA RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the Brazilian managed
and professional security services 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. ISH Tecnologia excels in many of the criteria in the Brazilian managed and professional services 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

Managed Security Helps Latin American Organizations to Stay Secure and Grow

Managed and Professional Security Services (MSS & PSS) are enjoying healthy adoption among organizations across the globe. Increasing acceptance of such services is the consequence of several compounding factors – the ubiquity of cloud and hybrid infrastructure combined with the increasing complexity and frequency of cyber threats is driving demand for more sophisticated cybersecurity solutions. To manage these solutions and effectively protect their business-critical assets, organizations need highly trained and skilled security teams. But security talent is scarce, with 3.4 million security jobs unfilled in 2022 according to the [\(ISC\)² Cybersecurity Workforce Study](#); cybersecurity professionals are hard to hire and even more difficult to retain. In addition, recent cyberattacks targeting critical infrastructure such as the [Conti Group Ransomware attack on the Costa Rican government](#) have raised the alarm for dozens of nations, while regulatory compliance is growing in relevance.

The situation in Latin America is complex: most organizations are currently undergoing digital transformation, resulting in their environments and security requirements constantly changing. Security maturity is relatively low in the region, meaning that local governments and enterprises are often behind those in North America or Europe in terms of cybersecurity solution adoption.

Brazil is one of the largest economies in the world and has higher-than-average security maturity, but still displays similar problems to the rest of the region. Brazil has one of the largest cybersecurity workforce gaps, with more than 687,000 unfilled positions in 2022 according (ISC)²; this represents over half of the

talent gap of Latin America as a whole, and close to 14.8% of the global total.

Because of these issues, organizations across Brazil choose to partner with Managed Security Services Providers (MSSPs) to solve these issues. Managed security allows organizations to focus on their core business, with the provider developing and implementing security strategies that may involve dozens of different tools, solutions, and services that enhance the cyber resilience of the entire environment. MSSPs deliver these services through SOCs, providing the experience and knowledge of their extensive teams to deploy and manage even the most complex and time-intensive cybersecurity solutions.

ISH Tecnologia – A Brazilian Cybersecurity Powerhouse

One such MSSP is ISH Tecnologia, a Brazilian company with more than 27 years of experience in delivering managed security services. ISH Tecnologia was founded in 1996 as a Value-Added Reseller (VAR) of IT solutions for enterprises in need of network infrastructure. Showing a keen understanding of the Megatrends in the market, ISH Tecnologia started upscaling its services, aggregating more services, and including cybersecurity in the mix.

By 2013, ISH Tecnologia had evolved into a Security-as-a-Service company, pioneering the approach in Brazil. Additionally, ISH Tecnologia was one of the earliest MSSPs to acknowledge the need for integration in its offering. This led to the creation of ISH Vision, a platform that aggregates tools, solutions, and services, delivering simplicity and ease of management, and extending the value of its entire portfolio.

Today, ISH Tecnologia leads the managed and professional security services market in Brazil with over 850 employees across 9 offices (8 in its home country and 1 in the US), 3 data centers, 3 SOCs, and over 60 partnerships with leading cybersecurity vendors. ISH Tecnologia has a strong position in the Brazilian market, serving the needs of more than 600 customers spanning multiple high-profile industries such as oil, energy, financial services, and manufacturing all over Brazil. The MSSP has a solid track record of growth and profitability, with a 32% CAGR in the last five years, and one of the most significant MSS & PSS revenues in all of Latin America. ISH Tecnologia has a strong focus on customer service, underlined by churn rate of less than 2%, and works closely with its clients to develop customized solutions that meet their specific needs.

Innovation and High-End Technology to Deliver Excellent Service

ISH Tecnologia invests in developing proprietary technology, consolidating itself as more than just an MSSP. The core of ISH Tecnologia's R&D and innovation initiative is Safe Labs, a partner company that was spun off from ISH Labs, which has more than 70 employees, two offices in Brazil, and is ISO certified.

Safe Labs is responsible for the development of four solutions that ISH Tecnologia uses extensively to increase its customers' cyber resilience:

- **Mantis DRP**, a Digital Risk Protection service that allows customers visibility into the dark and deep webs, identifies vulnerabilities and exposed infrastructure, and delivers contextualized and enriched information about cyber risks.
- **Cyberpass**, a captive portal that integrates compliance with LGPD and Brazilian privacy regulations with marketing intelligence.
- **Harpia**, a SIEM solution that synergizes with ISH Tecnologia's MDR offering.

- **Raidstorm**, an autonomous Red Team solution that delivers posture management and vulnerability assessment.

All of these tools allow ISH Tecnologia to provide a unique service in the Brazilian market and enhance its wide-ranging portfolio to address specific use cases.

ISH Tecnologia offers an advanced MDR solution with specific regional intelligence feeds, which includes integration with its breach and attack simulation (BAS) solution, OT & IoT security, and risk management. Furthermore, ISH Tecnologia's MDR roadmap includes integration with SASE/SSE, identity management, and vulnerability prioritization. The MSSP's managed service portfolio includes standalone BAS, OT & IoT security, network security automation, identity threat detection and response, cyber asset attack surface management, and other services.

ISH Tecnologia also has a strong PSS offering, consisting of integrated risk management, governance risk and compliance services, virtual CISO, maturity assessment, fraud prevention, money laundering prevention, and a plethora of other services. These tools offer a response to common threats and issues in the Brazilian market and synergize with ISH Tecnologia's MSS offering to provide extensive coverage over the entire ecosystem.

With such a variety of tools and approaches, ISH Tecnologia can customize its services to the needs of each customer. The MSSP's strategy starts by performing a comprehensive assessment of the customer environment, leveraging its expertise, its knowledge about the Brazilian market, and the threats that affect it. Once the assessments are complete, ISH Tecnologia develops a cybersecurity plan that addresses the challenges that each customer is facing. The wide range of both managed and professional services allow ISH Tecnologia extreme flexibility when it comes to operating with organizations of varying industries, sizes, and maturity levels. ISH Vision, the company's integrating platform, provides the visibility to ensure that the entire process is smooth and effective.

A Strategy Founded in Education

ISH Tecnologia is deeply aware of and concerned about the global lack of cybersecurity talent, an issue that affects Brazil disproportionately. ISH Tecnologia understands that cybersecurity maturity and awareness can increase dramatically through knowledge and education. Because of this, the company has launched ISH Academy, a 9-month training program that focuses on cybersecurity hard and soft skills, language, and company culture to turn novices into skilled professionals that can fill positions within ISH Tecnologia. The program serves as a great starting point for any would-be cybersecurity professional, and also provides ISH Tecnologia's employees with opportunities to advance their careers and their position within the company, increasing the retention rate of its personnel.

Conclusion

ISH Tecnologia is a titan in the Brazilian cybersecurity market. The company's long history in the industry, its growth, expansion, and development of new technology are a testament to its success as a managed security service provider. Safe Labs bolsters ISH Tecnologia's portfolio with highly advanced cybersecurity solutions and provides it with extended R&D capabilities, allowing the company to not only provide security services but back those services up with proprietary technology. Its comprehensive portfolio of managed and professional services underpins a strategy that allows ISH Tecnologia to extend its market share over a large portion of Brazil and provide growth opportunities for upscaling through the acquisition of new customers. With its strong overall performance, ISH Tecnologia earns Frost & Sullivan's 2023 Brazilian Company of the Year Award in the managed and professional security services market.

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

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Frost & Sullivan’s proprietary model to systematically create ongoing 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 6 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)**

