

# FORCEPOINT RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the global data loss prevention 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. Forcepoint excels in many of the criteria in the DLP space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; 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

The shift to remote work created a new way of connecting to enterprise assets by using and sharing data differently than ever before, with a significant increase in remote connections. This poses a considerable risk for companies in the many different places they could be leaking data, including personally identifiable information (PII) and intellectual property (IP). DLP solutions aim to enable businesses to discover, classify, monitor, and protect their data - and the best ones allow this protection across the entire enterprise.

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**– Georgia Edell  
Consultant**

US-based Forcepoint has offered products that enable security automation to improve business operations since the 1990s. The company develops computer security software and data protection, offering simplified security from a data-first secure access service edge. The Forcepoint ONE platform enables secure access to data anywhere through a cloud-native security platform. The DLP solution is an essential part of the Forcepoint portfolio that focuses on securing data on the cloud, web, or private apps, in addition to other important channels such as the endpoint, email, network, removable devices and custom applications.

### Best Practices of a Well-respected Provider

Large enterprises typically need to implement a DLP solution for regulatory compliance reasons. Other specific organizations, such as silicon chip design firms or pharmaceutical companies, have precious IP

that requires additional security controls to keep them secure.

Forcepoint DLP is a versatile solution that caters to both requirements. The company has strong brand recognition and an established presence as a market leader over years of service. Frost & Sullivan analysts monitor the ways that these valuable features have created a core customer base and allows the company to continue to attract new customers.

### **Policy Management**

Forcepoint can centralize data control with a single policy that applies uniformly across the entire enterprise. This centralized policy management allows organizations to streamline data protection measures, enforcing consistent security protocols throughout the organization. Forcepoint calls this “Data Security Everywhere”, empowering secure data everywhere that data exists and anywhere people work.

Some DLP solutions make defining policies complex, time-consuming, and challenging for security teams, potentially leading to non-compliance risks. Properly recognizing this challenge, Forcepoint provides over 1,700 predefined policies, more than any other leading DLP vendor in the industry, for many common regulatory requirements to support IT teams and reduce the additional effort required to create these policies.

Frost & Sullivan appreciates how this approach clearly simplifies compliance efforts for over 150 regions globally, by offering out-of-the-box configurations aligned with industry best practices and regulatory standards. By adopting these predefined policies, customers can expedite the implementation process while minimizing compliance-related risks.

### **Supports a Range of Organizations, Including Large and Complex Implementations**

Forcepoint's platform also demonstrates adaptability, catering to companies of varying sizes and industries. The company can assist large organizations facing strong regulatory requirements, supporting complex deployments across legacy on-premises environments, cloud data stores, and endpoints. Whether the business is in a heavily regulated sector (e.g., banking, financial services, and insurance) or focusing on safeguarding its IP, Forcepoint's flexible architecture allows seamless integration into different environments, making it a versatile and valuable cybersecurity control for diverse enterprises.

### **Continuous Innovation**

Beyond compliance and IP protection, Forcepoint emphasizes the significance of continuous improvement and innovation. Regular updates and advancements are made to the solution, ensuring it stays updated with evolving compliance requirements and emerging data security threats. This proactive approach ensures that customers benefit from leading technology and robust security measures, maintaining a competitive edge in an ever-changing cybersecurity landscape.

Customers' ease and confidence with Forcepoint stem from a combination of factors. The company has built a reputation for reliability, innovation, and exceptional customer support through proven expertise and strong relationships with customers. This has developed a positive brand image over many years of service. A leader in the DLP industry, Forcepoint remains committed to providing customers with solutions they can trust to protect their sensitive data and assets.

## ***Forcepoint DLP Solution Allows Businesses to Connect Securely Across Environments***

The company meets various customer needs by providing attractive features like compliance and IP protection, centralized policy management, and simplified configuration. Existing features and the

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commitment to ongoing innovation set Forcepoint apart as a trusted data protection partner. By partnering with Forcepoint, organizations can focus on their core business operations while feeling confident that their data is protected. As the threat and regulatory landscape continue to change, customers feel secure that Forcepoint DLP can keep their data protected reliably now and in the future.

### **Straightforward Security Throughout the Data Life Cycle**

Forcepoint’s focus on data security through the data life cycle is integral to the customer ownership experience. Customer data is secure when in use, at rest or in motion, and organizations can feel free to focus on their core business. Organizations and security teams can spend much time implementing, configuring, and managing their security tools. With an emphasis on automation and simplicity, Forcepoint DLP is relatively easy to implement and manage for companies of any size (despite DLP projects being considered large and complex).

The automation capabilities of Forcepoint’s DLP solution allow for reduced effort and risk of human error. Companies can streamline processes and increase efficiency while staying protected in a dynamic data landscape.

Customers can reap the benefits quickly because Forcepoint’s focus on simplicity makes integration easy. Companies no longer need to contend with complex integration and configuration challenges. Forcepoint’s DLP solution enables security teams to quickly implement robust data protection in their environment and maximize their return on investment.

### **Adapts to Risks**

Forcepoint’s DLP solution is not static and is a pioneer in adaptive data loss protection. It continually assesses users’ risk levels and monitors activity to dynamically adjust to potential risk. This risk-adaptive approach automates the system to block suspicious or high-risk behavior to proactively protect against data leaks. By dynamically adjusting to each user’s risk profile, Forcepoint’s DLP solution tailors unique security measures for an enhanced customer experience. Forcepoint’s DLP solution responds in real time and adapts to the current state within each organization to provide critical protection.

With its customer-centric approach, Forcepoint’s DLP solution serves organizations of all sizes with a solution that is simple to implement and manage. Automation and a risk-adaptive strategy ensure that Forcepoint customers get the protection they need for their data in real time.

## Conclusion

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Forcepoint serves customers through a robust DLP offering that incorporates automation and uses a risk-adaptive approach to meet the unique needs of organizations of all sizes. The offering protects data across environments and allows customers to scale while remaining compliant with changing regulations. By partnering with Forcepoint, Frost & Sullivan appreciates how organizations can focus on their core business with confidence in the protection its DLP solution provides.

With its strong overall performance, Forcepoint earns the 2023 Frost & Sullivan Global Company of the Year Award in the DLP industry.

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

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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 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 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)**

