FROST & SULLIVAN

2024
COMPANY OF THE YEAR

IN THE JAPANESE PRIVILEGED ACCESS MANAGEMENT INDUSTRY

NTT-TX

FROST & SULLIVAN

2024 BEST PRACTICES AWARD

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. NTT TechnoCross excels in many of the criteria in the privileged access management space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
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

Organizations Face Challenges in Managing the Rising Number of Privileged Identities

"As a leading participant in the Japanese PAM industry, NTT TechnoCross strives to develop products that effectively meet customers' evolving needs in privileged access control without compromising ease of use. The company developed its PAM solution specifically to meet the requirements of local customers, featuring an easy-to-use user interface in local language, local calendar support, Japanese compliance support, and integration with various local digital business platforms. This sets the company apart from its competitors, especially regional or global ones, as the solution is more aligned with Japanese business practices and the preferences of Japanese customers."

- Vivien Pua,
Senior Industry Analyst

The shift to remote and hybrid work and the accelerated adoption of cloud and Internet of Things (IoT) initiatives have led to a sharp increase in the number of privileged identities for both human and non-human users. The adoption of these digital initiatives has expanded the account perimeter and increased the complexity of an organization's IT infrastructure, leading to an expanded threat surface that organizations must address. With the proliferation of privileged identities, organizations are facing growing challenges in properly managing them. As a result, the number of cyber breaches caused by the misuse of privileged credentials is on the rise, leading to damaging and costly data breaches.

To better manage privileged access in a complex IT environment comprising on-premises, cloud-based, hybrid, or multi-cloud deployments, organizations are increasingly turning to privileged access management (PAM) solutions to prevent the misuse of privileged accounts. Additionally, organizations are increasingly deploying cloud-based PAM services, enabling them to accelerate their cloud adoption or migration.

NTT TechnoCross, a wholly owned subsidiary of Nippon Telegraph and Telephone Corporation (NTT), has a solid foundation and leverages NTT's extensive experience in the IT services industry to excel in the Japanese market. The company focuses on developing innovative products derived from NTT Laboratories' technologies, making them available to customers. NTT's strong investment in research and development (R&D) of digital technologies drives this product development process. Flagship products include ForeSight Voice Mining, an artificial intelligence (AI)-based contact center analytics, MagicConnect, a remote access service, iDoperation, a PAM solution, among other innovative offerings.

Strong Dedication to Enhance Product Functionality Extend the Leadership Focus

The company is aware of the current challenges that local Japanese organizations face in managing privileged access and preventing the misuse of privileged accounts. Its self-developed PAM solution, iDoperation, helps solve this problem by centrally managing privileged accounts and providing organizations with an overview of all privileged identities, privileged users, and authorized permissions within their system. Key features include visualization and management of all privileges (on-premises, remotely, and in the cloud), automatic password change and account verification, streamlined privileged access control workflow, strict privileged access control, automatic access log collection and auditing, and automatic video recording of desktop screens.

NTT TechnoCross' PAM solution not only implements security measures to manage and control privileges but also helps organizations comply with various laws and regulations. It enables organizations to adhere to the strict regulations and industry standards in Japan, including IT general control, Payment Card Industry Data Security Standard (PCI DSS), J-SOX (Japanese Sarbanes-Oxley), and others.

To strengthen its position and reputation in the industry, NTT TechnoCross is continuously working to improve the functionality of its PAM solution. In addition to the feature enhancements, the company puts strong effort into integrating its PAM solution with other platforms to provide greater value and security to its customers. iDoperation can be integrated with digital business platforms, such as ServiceNow, log or data management solutions, including Alog EVA, Alog ConVerter, Logstorage, and MylogStar, as well as security solutions like CWAT, LanScope, and MaLion. As a leading participant in the Japanese PAM industry, NTT TechnoCross strives to develop products that effectively meet customers' evolving needs in privileged access control without compromising ease of use. The company developed its PAM solution specifically to meet the requirements of local customers, featuring an easy-to-use user interface in local language, local calendar support, Japanese compliance support, and integration with various local digital business platforms. This sets the company apart from its competitors, especially regional or global ones, as the solution is more aligned with Japanese business practices and the preferences of Japanese customers.

Keeping Pace with Latest Market Trends to Address Industry Demand and Drive Best-Practices Implementation

With the rapid growth of privileged identities in corporate environments due to the shift to remote or hybrid workplaces and the proliferation of cloud computing, it is becoming increasingly difficult for organizations to maintain complete control over all privileged access within their environment. Recognizing the demand from organizations that have embraced cloud computing for more flexible deployment options in implementing PAM strategies, whether on-premises, in the cloud, or both, NTT TechnoCross has launched Software-as-a-Service (SaaS) models for its PAM solution: iDoperation Cloud and iDoperation SC Cloud. iDoperation Cloud is a cloud-based PAM solution and iDoperation SC Cloud is a cloud-based version of its screen operation recording software. These cloud-based PAM solutions offer greater scalability, flexibility, and lower costs. Additionally, they support cloud services such as AWS and Microsoft Azure while providing the same level of security as the on-premises PAM solution.

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iDoperation Cloud is another option for customers who prefer fast onboarding and a simplified maintenance process. No installation work is required, as it is a serverless offering, which helps to reduce the upfront deployment costs. NTT TechnoCross takes care of the version updates and maintenance, reducing the operational burden for customers. The company has released several enhancements to its cloud-based PAM solution, including improved inspection and enhanced management of privileged access to endpoints.

Through these initiatives, NTT TechnoCross has gained an advantage over other competitors by being able to tailor its PAM solution to meet different use cases or environments according to customer requirements with flexible deployment modes. Through supporting privileged access management for on-premises and public clouds, such as AWS and Microsoft Azure, iDoperation can centrally manage privileged identities even in hybrid environments that mix on-premises and cloud deployments. The adoption of its cloud-based PAM solution enables the company to support its customers in their cloud migration journey. Frost & Sullivan recognizes NTT TechnoCross' robustness as a differentiator from competitors that offer only on-premises or cloud-based PAM solutions. Given the increasing adoption of cloud services in Japanese organizations, Frost & Sullivan applauds the company's flexible usage models that cater to different business use cases.

High Brand Loyalty Contributes to Strong Business Performance

Benefiting from its reputation as a leading IT solutions provider in Japan and the established reputation of NTT, its parent company, NTT TechnoCross has maintained its top position in the Japanese PAM market with robust growth in 2023. Despite market challenges, the company's PAM solution has continuously succeeded across various industries, including government, banking, financial services, and insurance

(BFSI), manufacturing, and technology. NTT TechnoCross' PAM solution remains a top-of-mind choice for several large local customers, following the company's successful penetration into large organizations. Over 80% of its revenue is generated from very large and large business segments.

NTT TechnoCross demonstrates its capability to support highly regulated industries, including the banking sector, which typically has higher security requirements. The company collaborates with a local bank to comprehensively consolidate the management and monitoring of privileged identities into a single PAM solution: iDoperation. The customer particularly emphasizes the solution's simplicity and user-friendliness compared to some other complex integrated management tools. All key privilege management functions are consolidated into a single dashboard, and the customer appreciates a feature that automatically checks and audits privileged access, generating a monthly report. The solution has significantly improved the efficiency of privileged identity management and reduced the burden of manual checks. As a result, the customer plans to expand its investment and add a SaaS-based PAM offering to its current environment.

Frost & Sullivan commends NTT TechnoCross for offering a PAM solution that consolidates all key functions into a single dashboard with a user-friendly interface to meet the client's strict operational standards and growing business needs.

Building Trust through Proactive Customer Engagement and Positive Service Experience

PAM solutions, especially those deployed on-premises, typically require professional services for a smooth implementation process and effective security outcomes. To help customers achieve desired results, NTT TechnoCross offers implementation services, including PAM consulting and implementation, training programs, technical support for problem-solving and troubleshooting, regular updates and security patches, virtual welcome meetings to assist with basic operations at the start of implementation, virtual follow-up meetings to address further issues, and handover management. The company proactively listens to its customers and incorporates their feedback into regular updates, ensuring that the PAM solution keeps pace with the latest industry trends and meets evolving customer needs. Frost & Sullivan considers that NTT TechnoCross' focus on improving customer service experience throughout PAM implementation positions it well to meet the growing demand for PAM technologies in Japan.

Conclusion

NTT TechnoCross maintains a strong market leadership position in Japan, primarily driven by its continuous investment in innovation, strong commitment to addressing diverse business use cases through flexible deployment options, continuous improvement of its PAM solution both technologically and in terms of interface user-friendliness, and proactive customer engagement to improve the customer service experience throughout the PAM deployment journey. This strategic approach enables the company to gain a competitive advantage and remain the top-of-mind choice among large enterprises in the country.

With its strong overall performance, NTT TechnoCross earns Frost & Sullivan's 2024 Company of the Year Award in the Japanese privileged access management industry.

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

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™.
Learn more.

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)