

F R O S T & S U L L I V A N

# 2024 ENABLING TECHNOLOGY LEADER

*IN THE GLOBAL  
MANAGED SASE  
INDUSTRY*

F R O S T & S U L L I V A N

BEST  
2024 PRACTICES  
AWARD

open   
systems

## 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. Open Systems excels in many of the criteria in the managed SASE space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

### Customer Service Experience

Open Systems prides itself on its customer service. Open Systems offers a single-vendor SASE platform that is only sold as a managed service delivered by Open Systems and not by a third-party managed service provider. The solution is called Open Systems SASE Experience. For its SASE customers, Open Systems

*“No executive leader can ever take cybersecurity for granted. Open Systems’ managed SASE offering enables its customers to focus on what’s most important: growing their business.”*

**- Toph Whitmore**  
Industry Director, Cybersecurity

offers a customer portal that is much more than a dashboard. It displays real-time performance data, analytics, and service status. It also gives customers a direct channel to Open Systems level-3 support engineers. In addition, everything is audited - so there is always a documentation trail behind any changes.

Frost & Sullivan feels that Open Systems’ commitment to quality customer service that really

stands out. The company cycles senior development staff – literally, the folks who write the code for the company’s managed-SASE platform – through customer support engagement rotations. That means that when a customer has a question for or needs service from the vendor, they receive expert counsel from expert level-3 engineers.

### Commercialization Success

Open Systems has found a successful niche for itself, catering to mid-size enterprises in the range of 1,000 to 25,000 users. Frost & Sullivan notes this is a challenging audience to serve, since small to mid-size

companies have specific security needs and rarely have the internal resources to meet them. Open Systems has achieved commercialization success serving small to mid-sized organizations by offering a fully managed SASE offering. That is quite important for Open Systems' targeted market; mid-size enterprises are just as vulnerable to cyberattack (if not more so) than larger enterprises. For that reason, a managed SASE offering is vital for these organizations that lack a team of experienced cybersecurity specialists, because they are a size that requires focus on their business core competencies (instead of building deep cybersecurity expertise in-house).

### ***Commitment to Innovation + Customer Ownership Experience***

Frost & Sullivan points out that too many SASE vendors build their solution with the expectation that customers will deploy and manage it in the same way they have managed legacy infrastructure in the past. That's a narrow perspective, particularly given the modern threat landscape and the complexity of

*"When enterprises move from legacy security hardware infrastructure to a SASE environment, they get better security and often dramatic operating cost reductions. Adopting a managed-SASE service like Open Systems also gives them SLA-guarantee peace of mind and predictable security budget-forecasting."*

***- Toph Whitmore  
Industry Director, Cybersecurity***

cybersecurity management. *Open Systems offers a managed SASE platform with a unified tech stack delivered as a service managed by Open Systems itself.*

Perhaps out of necessity dictated by its target market, Open Systems clearly understands the importance of managed SASE services, especially in the middle of the market, and that has added great value to the customer ownership experience. By its own measure, Open Systems

SASE Experience improves network availability by 70%, accelerates incident resolution by 75%, and reduces set-up costs by 30% relative to traditional MSP services.

Open Systems' customers clearly value its services. The company boasts of a customer retention rate of 97%, a net promoter score of 69, and a broad customer base of more than ten thousand deployments with users in more than 180 countries.

### ***Commitment to Creativity***

Aside from the fact that it delivers industry-standard cybersecurity and threat protection, Open Systems' SASE Experience offering is designed around the user and manager experience.

For example, the company has fine-tuned its Network Detection and Response (NDR) functionality to make its alert management capabilities more manageable for end users. As anyone who has had to deal with NDR alerts knows, the nuisance of false alerts, like non-relevant malware signature matches, can quickly overwhelm the analyst compared to the value that alerts provide. Open Systems works with its customers to ensure that their respective alert sensitivity is controlled, and even optimized so notifications are appropriate in volume, routed correctly, manageable, and most importantly, actionably constructive if remediation of some kind is required.

### ***Application Diversity***

Open Systems has built on its own SD-WAN leadership to extend its integrated managed SASE platform to the full suite of SSE capabilities, including Cloud Access Security Broker (CASB), Zero Trust Network Access (ZTNA), and Secure Web Gateway (SWG). Open Systems also offers additional security services including advanced threat protection, cloud sandboxing, and secure email gateway. The company also provides an innovative reporting tool called the “SASE Atlas.” This allows customers to see their real-time connectivity health in their SD-WAN connectivity networks around the globe.

The Open Systems SASE Experience platform also supports multiple work environments. It’s quite ideal for hybrid work environments where customer assets and resources are spread across the cloud, private internet sites, and in internal data stores. In practical terms, Open Systems can support on-premise or cloud-served deployments, or a hybrid mix of both, and it targets customers with multiple locations around the world.

### **Conclusion**

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Open Systems’ SASE Experience platform offering sets an impressive standard for comprehensive, integrated, cloud-based, zero trust architecture services. The company’s commitment to customer service quality is embodied in the way it puts its most valuable human resources on the customer-support front lines. Similarly, Open Systems’ customer ownership value is reflected in its stellar net promoter score and customer retention rate. Finally, the company offers an impressive breadth of services to a mid-market desperate for secure connectivity.

With its strong overall performance, Open Systems earns the 2024 Frost & Sullivan Global Enabling Technology Leadership Award in the SASE industry.

## What You Need to Know about the Enabling Technology Leadership Recognition

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Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *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)**

