

# **SINGTEL** **RECEIVES THE 2023** COMPANY OF THE YEAR AWARD

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*Identified as best in class in the Singapore  
cybersecurity 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. Singtel excels in many of the criteria in the cybersecurity services 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

### *Solidifying Leadership via Implementation of Best Practices and Leadership Focus*

*“Singtel distinguishes itself from competitors in Singapore by offering a well-rounded cybersecurity services portfolio that proactively adapts to the fast-changing needs of organizations. Unlike some competitors that only provide basic security asset monitoring or management services, Singtel designs its security offerings to support customers throughout the dynamic nature of the cybersecurity lifecycle, including day-to-day monitoring, protection, detection, threat hunting, incident response, and remediation.”*

**– Vivien Pua**  
**Senior Industry Analyst**

The evolving and expanding cybersecurity threat landscape is making organizations more susceptible to sophisticated cyberattacks. The acute cybersecurity talent shortage is another prime concern for businesses, as it becomes more challenging to find capable professionals with vast domain expertise to deal with the evolution of threats. Cyber threats are becoming increasingly challenging to mitigate, leading organizations to explore outsourcing cybersecurity services equipped with a comprehensive suite of managed security services (MSS) and a knowledgeable team covering all aspects of cybersecurity.

Singtel is Asia’s leading communications technology group that delivers comprehensive network-centric security solutions to safeguard businesses. As a partner, Singtel stands out with its comprehensive

network-centric approach to cybersecurity encompassing everything from risk-based threat analytics to advanced security technology and architecture management. Its deep expertise as a managed service provider enables Singtel to integrate cybersecurity seamlessly with the network to deliver comprehensive SASE capabilities, an end-to-end managed solution that secures all users and applications with best-in-class, cloud-delivered security capabilities, coupled with next-generation SD-WAN to enable the cloud-delivered branch. This enables enterprises to leverage management resources, tools, and technologies to achieve simplified connectivity management, security, and control across a diverse range of distributed work or cloud environments.

Singtel's solutions outperform competing solutions, with a broad range of MSS designed to safeguard organizations against the latest digital threats. These solutions combine network-centric cybersecurity services and managed services with security operations center (SOC) and utilize its network expertise to ensure secure and reliable connections for enterprises to protect their data and systems for complete security coverage across networks, applications, and the cloud. It also helps organizations build up their cybersecurity knowledge and cyber posture through security resiliency programs (Singtel Cyber Security Institute [CSI]), and consulting and professional services (CPS).

As more customers treat cybersecurity as part of their day-to-day operations, Singtel is uniquely positioned to provide both network and cybersecurity operations under one single pane of glass through its SOC. Its SOC is a one-stop access to a global threat intelligence network and security professionals for 24/7 monitoring, ensuring protection, detection, threat hunting, incident response, and remediation for a seamless end-to-end experience. Additionally, the SOC leverages intelligent automation and orchestration to provide end-to-end cybersecurity services with deep expertise and experience.

Apart from traditional security technology monitoring and management services, Singtel also offers advanced services, including Managed Threat Detection and Response (MTDR). The company recognizes the challenges organizations face in operationalizing their security processes and understanding the security risk based on their digital exposure due to complexed digital threat landscape as well as a lack of domain knowledge and skilled in-house security professionals. Its MTDR services incorporate advanced analytics and threat hunting capabilities, which enable businesses to gain better visibility over their operational environment, reduce the attack surface, and increase security maturity.

In short, Singtel distinguishes itself from competitors in Singapore by offering a well-rounded cybersecurity services portfolio that integrates closely to its suite of networking services, enabling it to adapt to the fast-changing needs of organizations proactively. Unlike some competitors that only provide basic security asset monitoring or management services, Singtel designs its security offerings to support customers throughout the dynamic nature of the cybersecurity life cycle, including day-to-day monitoring, protection, detection, threat hunting, incident response, and remediation for a seamless end-to-end experience in a single provider.

### ***Innovating to Address Unmet Needs***

The rapid adoption of new technologies, including cloud computing, the internet of things (IoT), machine learning, and artificial intelligence (AI) in the business environment, is widening the attack surface for hackers to exploit system vulnerabilities. Most of the time, legacy security tools and security operation

teams may not have adequate knowledge to investigate these issues, resulting in slow detection and response to exploits. Organizations increasingly demand a more proactive approach to protecting their users, data, and infrastructure from evolving cyber threats while supporting fast-changing business needs. To navigate these challenges, they look to outsource security and threat management to cybersecurity service providers.

Against the backdrop of rapid adoption of hybrid and multi-cloud models among organizations, Singtel is at the forefront of innovation by continuously developing new cloud cybersecurity services as part of its cybersecurity service portfolio. In 2023, the company expanded Singtel's Managed Secure Service Edge (SSE) suite of services. This move allows Singtel to offer businesses of all sizes and types the latest Managed SSE services supported by a strong team of certified post-sales professionals, including platform consultation, build implementation, maintenance, and 24/7 threat mitigation in Asia, a first for the region.

With the combination of managed SSE, managed threat monitoring, and professional security services (PSS), Singtel provides organizations with access to in-depth expertise and resources to help them move securely and confidently to the cloud. Leveraging Singtel's experts, complementary professional services, and partnerships with cloud security vendors and providers, the company stands out from its peers for its robust commitment to helping organizations navigate their journey securely to the cloud.

### ***Maintaining Market Leadership Through a Collaborative Approach***

Despite challenging and uncertain market conditions, demand for cybersecurity services in Singapore is increasing as organizations look to outsource their security and threat management to tackle growing security challenges.

As a partner, Singtel tailors its PSS to meet each client's needs, facilitating a seamless and secure journey to the cloud and building a high level of client trust through close collaboration and by leveraging frameworks built on people, process and technology. As a result, with its ever-growing customer base and strong leadership in the Singapore cybersecurity services industry, Singtel has successfully proved its market expertise and innovative character.

This is demonstrated by its prominent presence across multiple verticals, including government and banking, financial services, and insurance (BFSI). The company has an outstanding brand reputation as the country's largest telecommunications provider and ability to deliver integrated network and cybersecurity service offerings.

With a focus on delivering digitally resilient security operations and a strong commitment to customer collaboration, Singtel designed its Cyber Security Institute (CSI) to address today's complex cybersecurity challenges through cultivating digital threat situational awareness. Singtel CSI is the only cybersecurity organization appointed as a member of the SkillsFuture Queen Bee network, an initiative for industry leaders with strong sectoral expertise to champion skills development in other companies. Singtel CSI recently launched Cyber Elevate Program, the first-of-its-kind program in Singapore to help small and medium enterprises (SMEs) and global organizations build cyber resilience by equipping them with the skills to prepare, detect, respond, and recover from cyber-attacks.

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In addition, through the program, Singtel also actively assists small and medium enterprises (SMEs) in their cybersecurity journey through various community initiatives. In 2023, the company partnered with law firm Drew & Napier and cyber incident response company Blackpanda to launch a one-stop cybersecurity resilience program for SMEs. The company also offers a complimentary one-year cloud backup service for SMEs participating in the program to bolster their cyber preparedness further.

Frost & Sullivan lauds Singtel’s commitment to designing MSS and PSS offerings that cater to all

organization types at different security program maturity levels, standing out among its peers in the Singapore cybersecurity services market.

### ***Excellent Customer Ownership Experience and Brand Equity Make Singtel a Trusted Brand***

As Singapore’s largest network operator, Singtel’s telco services expertise enables it to integrate network services with its security services portfolio to deliver network-centric managed security services. This is the company’s strongest differentiator against competitors in the market, as the tight integration of connectivity and security into a single service offering securely connects all aspects of customers’ digital business.

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## **Conclusion**

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Singtel’s market leadership position in Singapore is primarily driven by its robust investment in innovation, unwavering commitment to expanding cybersecurity service offerings, comprehensive network and security solutions and services, and flexibility in supporting all types of customers. The company’s strategic routes to market by integrating network and security service offerings further strengthen its footprint in Singapore’s large enterprise segment. These advantages enable the company to achieve a competitive edge and remain the top-of-mind choice among all types of customers in the country.

With its strong overall performance, Singtel earns Frost & Sullivan’s 2023 Singapore Company of the Year Award in the cybersecurity services 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™.

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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)**

