



HORNETSECURITY

**20  
25** | **COMPANY  
OF THE YEAR**  
*Driving impact across the customer value chain*

*RECOGNIZED FOR BEST PRACTICES IN THE  
EMEA HUMAN RISK MANAGEMENT INDUSTRY*

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

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## Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Hornetsecurity excels in many of the criteria in the Human Risk Management (HRM) space.

RECOGNITION CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

### *Innovative, Adaptive Training: Setting New Standards in Cybersecurity Education*

Hornetsecurity’s Human Risk Management platform exemplifies a forward-thinking approach to cybersecurity education. The HRM solution integrates an AI-powered Security Awareness Service that delivers continuous, automated training tailored to each user’s behavior and risk profile. Through its innovative approach to training, Hornetsecurity addresses common challenges in HRM, such as user fatigue and low engagement, by leveraging sophisticated phishing simulations and dynamic, on-demand micro-training sessions. The platform’s continuous content adjustment, based on user performance, ensures that training remains relevant, targeted, and impactful.

A standout feature of Hornetsecurity’s HRM solution is the Employee Security Index (ESI), which tracks and evaluates user progress in real-time. By continuously monitoring user behavior and adjusting training content accordingly, Hornetsecurity provides organizations with a clear, actionable metric to assess and enhance their human risk posture. The AI-driven user profiling engine adjusts the frequency, difficulty, and content of training to match each employee’s unique needs, effectively reducing training fatigue and improving long-term learning outcomes. This innovative approach directly addresses the often unmet need for tailored, engaging cybersecurity education and demonstrates Hornetsecurity’s commitment to implementing best-in-class practices that yield consistent, repeatable success.

Hornetsecurity’s ability to address these unmet needs positions it as a visionary leader within the HRM landscape. By incorporating macro-level scenarios, such as increasing sophistication in phishing and social engineering tactics, into its innovation strategy, Hornetsecurity has developed a robust, future-ready HRM solution that aligns closely with evolving cybersecurity megatrends. This foresight is critical in maintaining

Hornetsecurity's leadership position in the EMEA region, a market increasingly demanding high-caliber, resilient cybersecurity solutions. Hornetsecurity's HRM platform's adaptability, AI-driven innovation, and consistent delivery of high-quality training are key components that ensure organizations remain protected in an ever-changing digital threat landscape.

### ***Exceptional Customer Value and Experience: Empowering Organizations with User-Centric Cybersecurity***

Hornetsecurity's AI-powered platform offers optimal price-performance value by continuously enhancing the sophistication of its phishing simulations and tailoring its content to meet each organization's unique needs. This adaptability ensures that organizations receive targeted, high-impact training aligning with their security requirements.

Moreover, Hornetsecurity's HRM solution delivers an outstanding customer experience at every stage of the journey. From the initial purchase experience to the long-term ownership experience, Hornetsecurity places customer satisfaction at the forefront of its approach. Organizations that implement Hornetsecurity's HRM solution report high levels of satisfaction thanks to its ease of use, minimal administrative requirements, and automated phishing simulation campaigns. The system's low-administration design allows security teams to focus on strategic priorities, while the AI-driven automation ensures that training frequency and complexity are adjusted to avoid overwhelming users. This thoughtful design underscores Hornetsecurity's commitment to providing a stress-free, high-quality customer experience that empowers organizations to build resilient cybersecurity cultures without significant operational burdens.

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**- Claudio Stahnke  
Industry Analyst**

The platform's Security Hub, which centralizes access to phishing simulations, e-learning modules, and security awareness resources, further elevates the customer experience by simplifying the user interface and enhancing content accessibility. Through the Security Hub, users have immediate access to relevant cybersecurity resources, creating a seamless learning environment that supports continuous improvement in security practices. This centralized approach is particularly beneficial for organizations with remote or distributed workforces, as it ensures all employees can easily engage with the HRM content from any location.

Hornetsecurity has established a strong brand reputation within the EMEA market. Customers perceive Hornetsecurity as a trusted HRM provider and exhibit high brand loyalty due to the platform's

reliability, ease of use, and positive impact on organizational cybersecurity. By delivering consistent, repeatable value across multiple dimensions of customer impact, Hornetsecurity has built a loyal client

base that continues to grow as more organizations recognize the importance of human-centric cybersecurity solutions.

### **Strategic Growth and Innovation: Strengthening Cybersecurity Leadership Across EMEA**

Hornetsecurity's growth trajectory within the EMEA region is fueled by its comprehensive cybersecurity

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suite, which includes email security, data loss prevention, backup solutions, and Governance, Risk, and Compliance (GRC) services. The HRM platform's seamless integration with this suite allows organizations to implement a multi-layered defense strategy that enhances security awareness and operational resilience. By offering an integrated HRM solution that aligns with broader cybersecurity objectives, Hornetsecurity provides a compelling value proposition for organizations seeking to enhance their defenses against human-related cyber risks.

The EMEA market has been central to Hornetsecurity's expansion strategy, and the company's commitment to the region is reflected in its robust partner network. By collaborating with managed service providers (MSPs) and channel

partners, Hornetsecurity has extended its market penetration and amplified its impact within the SMB segment. This focus on partnership-driven growth has enabled Hornetsecurity to make advanced cybersecurity tools accessible to organizations of all sizes, including those with limited resources or budgets. Hornetsecurity's strategic focus on EMEA has allowed it to build a significant regional presence, positioning it as a trusted leader in the HRM market.

Hornetsecurity's commitment to research and development further supports its growth and leadership position. By investing in dedicated R&D for adaptive training, Hornetsecurity continually refines its AI engine to detect, analyze, and respond to evolving threat landscapes. This emphasis on innovation ensures that Hornetsecurity's HRM solution remains at the forefront of cybersecurity education, providing users with relevant, effective training that evolves alongside the latest cyber threats. By continuously adapting to emerging trends and threats, Hornetsecurity positions itself as a proactive, forward-looking leader that anticipates and addresses the evolving needs of the EMEA market.

## Conclusion

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Hornetsecurity's Human Risk Management platform embodies a transformative approach to cybersecurity that addresses the unique challenges of human-centric vulnerabilities. Through its AI-driven, adaptive security awareness service, Hornetsecurity has revolutionized how organizations approach cybersecurity education. By providing continuous, tailored training that adapts to individual user behaviors, Hornetsecurity's HRM solution empowers organizations to build a resilient cybersecurity culture that mitigates human risk effectively and sustainably. Hornetsecurity earns Frost & Sullivan's 2025 EMEA Company of the Year Recognition for its strong overall performance in the HRM industry.

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

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Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Recognition Analysis

For the Company of the Year Recognition, 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 to create growth opportunities across the entire value chain

**Visionary Scenarios Through Megatrends:** Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

**Leadership Focus:** The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

**Financial Performance:** Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

#### *Customer Impact*

**Price/Performance Value:** Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	<b>Opportunity Universe</b>	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	<b>Transformational Model</b>	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	<b>Ecosystem</b>	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	<b>Growth Generator</b>	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	<b>Growth Opportunities</b>	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	<b>Frost Radar</b>	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	<b>Best Practices</b>	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	<b>Companies to Action</b>	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

\*Board of Directors, Investors, Customers, Employees, Partners



