



**SANGFOR**

**20  
25** | **COMPANY  
OF THE YEAR**

*Driving impact across the customer value chain*

*RECOGNIZED FOR BEST PRACTICES IN THE  
APAC SASE INDUSTRY*

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

## Table of Contents

<b>Best Practices Criteria for World-class Performance</b>	<b>3</b>
<b>The Transformation of the SASE Industry</b>	<b>3</b>
Empowering Enterprises: Sangfor's Customer-First Security Journey	4
Scaling with Purpose: Sangfor's Growth Engine in APAC and Beyond	5
<b>Conclusion</b>	<b>6</b>
<b>About Frost &amp; Sullivan</b>	<b>7</b>
<b>The Growth Pipeline Generator™</b>	<b>7</b>
<b>The Innovation Generator™</b>	<b>7</b>

## 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. Sangfor excels in many of the criteria in the SASE 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

## The Transformation of the SASE Industry

Asia-Pacific (APAC) enterprises face increasingly sophisticated cyber threats, growing IT complexity, and rising demand for secure, cloud-first architectures. Against this backdrop, Secure Access Service Edge (SASE) has emerged as a strategic priority. However, not all SASE solutions are created equal. Enterprises are seeking platforms that deliver deep security integration, consistent user experiences, and high performance at scale.

Sangfor Technologies has distinguished itself through exceptional innovation, customer impact, and sustained growth. Since launching its SASE offering, Sangfor Athena SASE (previously known as Sangfor Access Secure), in 2020, the company has become a benchmark for end-to-end security convergence, particularly in the APAC region.

### Unified by Design: Innovation That Powers Secure Transformation

At the heart of Sangfor's market success is its ability to anticipate and respond to the evolving security landscape. Sangfor Athena SASE is built on a unified architecture that integrates key SASE components: Zero Trust Network Access (ZTNA), Secure Web Gateway (SWG), Firewall-as-a-Service (FWaaS), Data Loss Protection (DLP) and Endpoint Secure Access (ESA). This tightly integrated design allows organizations to adopt SASE without the traditional complexity of managing fragmented security tools.

One of Sangfor's most innovative features is its adaptive authentication technology, which continuously evaluates user behavior, device posture, and risk context to adjust authentication methods in real time.

This dynamic approach ensures an optimal balance between user experience and security enforcement, which is particularly valuable for hybrid and remote workforces.

Another standout capability is the platform's lightweight unified agent, which combines ZTNA, SWG, FWaaS, DLP, and endpoint protection. By consolidating these functions, Sangfor reduces operational

*“Sangfor’s strong regional partner ecosystem, which includes value-added resellers (VARs), managed service providers (MSPs), system integrators (SIs), and telecom operators, further enhances the customer experience. These partners provide localized support and tailored deployment strategies that reflect the regulatory and operational realities of each country in the region.”*

**- Claudio Stahnke**  
**Industry Analyst**

overhead while improving visibility and control across users and devices. The solution's embedded AI-powered threat detection engine, with a 99.83% malware detection accuracy rate, further strengthens endpoint security, enabling real-time threat hunting, automated incident response, and ransomware remediation.

Sangfor's R&D investment, more than 20% of annual revenue, has rapidly brought advanced capabilities to the market. Its upcoming features, such as advanced DLP and dual-mode Cloud Access Security Broker (CASB), reflect the company's continuous innovation. These features are especially relevant as organizations

face mounting concerns around SaaS security, insider risk, and regulatory compliance.

Through this holistic and future-ready approach, Sangfor has positioned Athena SASE as more than a security platform, it is a strategic enabler of secure digital transformation for APAC enterprises.

### **Empowering Enterprises: Sangfor's Customer-First Security Journey**

Sangfor's success in APAC is rooted in technological excellence and a deep commitment to customer outcomes. Athena SASE addresses some of the most pressing needs of APAC businesses: reducing security complexity, enhancing endpoint protection, and enabling secure access from anywhere.

The platform's single-agent model eliminates the operational burden of managing multiple agents, a particularly acute challenge for small and medium enterprises (SMEs). This streamlined deployment experience, combined with centralized policy enforcement, ensures faster time-to-value and reduced total cost of ownership.

Sangfor also excels in delivering high value at a competitive price. By integrating advanced AI-based features within the base platform, customers receive enterprise-grade protection without hidden costs or add-ons. This strong price/performance ratio has driven rapid adoption across banking, manufacturing, education, healthcare, logistics, and government sectors.

Sangfor's strong regional partner ecosystem, which includes value-added resellers (VARs), managed service providers (MSPs), system integrators (SIs), and telecom operators, further enhances the customer experience. These partners provide localized support and tailored deployment strategies that reflect the regulatory and operational realities of each country in the region.

Sangfor places equal emphasis on customer success. Its intuitive management console allows security teams to operate with confidence and agility. Automated alerts, rich analytics, and centralized dashboards

empower even lean IT teams to detect and respond to threats quickly. Responsive support and comprehensive onboarding resources contribute to an overall experience that builds long-term loyalty and satisfaction.

Customers not only trust Sangfor, they advocate for it. High retention rates, strong Net Promoter Scores (NPS), and growing brand awareness reflect Sangfor's ability to deliver real-world outcomes. This customer-first orientation has become a strategic differentiator in the highly competitive SASE market.

### Scaling with Purpose: Sangfor's Growth Engine in APAC and Beyond

Sangfor's performance since the launch of Athena SASE reflects strategic foresight and flawless execution. The company has achieved strong year-on-year growth in APAC by combining technology innovation with a deep understanding of the region's market dynamics.

A key enabler of Sangfor's scale and performance is its extensive network of over 70 Security Service Edge

(SSE) Points of Presence (PoPs). These PoPs are strategically distributed across APAC and beyond to ensure low-latency access and high availability, a critical capability for today's distributed work environments.

*"One of Sangfor's most innovative features is its adaptive authentication technology, which continuously evaluates user behavior, device posture, and risk context to adjust authentication methods in real time. This dynamic approach ensures an optimal balance between user experience and security enforcement, which is particularly valuable for hybrid and remote workforces."*

**- Claudio Stahnke  
Industry Analyst**

Sangfor's regional-first strategy has proven effective. The company has quickly penetrated new markets by building strong alliances with local ISPs, MSSPs, and telecom operators while maintaining high customer support. This approach has effectively delivered solutions that reflect APAC countries' unique cybersecurity needs, language requirements, and compliance environments.

A multi-segment go-to-market approach further supports the company's growth. Sangfor effectively serves both SMEs and large enterprises by offering flexible deployment models, predictable pricing, and modular capabilities that scale with organizational needs.

Beyond APAC, Sangfor is actively preparing for global expansion, focusing on EMEA regions such as Italy and Türkiye. The company's ongoing investment in expanding its PoP infrastructure, strengthening its partner network, and enhancing its interoperability with third-party cloud and endpoint platforms will further accelerate its international growth.

With consistent revenue growth, a clear innovation roadmap, and a customer base that spans verticals and regions, Sangfor has built a resilient and scalable business model. Its ability to align strategic execution with market needs positions it as a long-term leader in the global SASE space.

## Conclusion

---

Sangfor Technologies exemplifies what it means to be a Company of the Year. Its Athena SASE platform is a masterclass in security convergence, blending innovation with usability, and intelligence with simplicity. Sangfor has delivered a SASE solution that meets and exceeds modern enterprises' demands in a region as diverse and fast-moving as APAC.

By integrating AI-driven threat protection, zero trust access control, and centralized endpoint security into a single, lightweight platform, Sangfor is helping organizations across APAC secure their digital transformation journeys. Its customer-centric mindset, strategic market execution, and relentless pursuit of innovation have earned it widespread recognition and loyalty. With its strong overall performance, Sangfor earns Frost & Sullivan's 2025 APAC Company of the Year Recognition in the SASE industry.

## 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 Generator™

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:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

