



**20
25 | COMPANY
OF THE YEAR**

Driving impact across the customer value chain

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL SAAS SECURITY
POSTURE MANAGEMENT INDUSTRY*

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

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. CrowdStrike excels in many of the criteria in the global SaaS security posture management space.

RECOGNITION CRITERIA	
<i>Visionary Innovation & 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 SSPM Industry

Despite SaaS vendors strengthening their native security controls, the security gap continues to widen as application complexity and interconnectivity grow exponentially. Security teams struggle to maintain continuous protection across an ever-expanding SaaS ecosystem. Rapid SaaS adoption has created sprawling environments with hundreds or even thousands of often unmanaged (“shadow IT”) applications operating outside established security frameworks, greatly expanding the attack surface.

As attack vectors multiply and threat actors adopt more sophisticated techniques, Frost & Sullivan points out that SaaS security challenges will only intensify. Traditional measures such as periodic audits are no longer sufficient in today’s interconnected SaaS landscape. Consequently, organizations are turning to SaaS Security Posture Management (SSPM) solutions to gain visibility, control, and continuous protection across their SaaS environments.

Addressing Unmet Needs

In this dynamic and ever-evolving SaaS environment, organizations struggle with fragmented visibility into cross-application permissions, over-privileged accounts, and orphaned identities. The challenge extends beyond human users to include service accounts, API tokens, and other non-human identities that often operate with excessive privileges across multiple SaaS environments. The market lacks SSPM platforms that deliver deep, continuous cross-environment visibility and fine-grained control over all identity types, including automated detection and response for identity-based threats. Frost & Sullivan recognizes how this unmet need has become mission-critical in 2025 as SaaS ecosystems expand and hybrid cloud usage

blurs traditional security boundaries, directly causing exploitable weaknesses in modern SaaS security postures.

CrowdStrike's SSPM technology is fully integrated into the Falcon platform as Falcon Shield, a fully native solution with unified authentication on CrowdStrike's cloud infrastructure. In 2021, Falcon Shield completed critical backend integration with the CrowdStrike security data lake, enabling SaaS telemetry to enrich threat detection across the entire Falcon platform and supporting unified investigation workflows. The platform transitioned from a bolt-on product to a fully native CrowdStrike offering, laying the foundation for accelerated feature development.

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**– Ying Ting Neoh
Industry Analyst**

Compared to many SSPM solutions that lack a platform approach, Falcon Shield integrates well within the CrowdStrike Falcon ecosystem, including next-generation SIEM, identity protection, cloud security, and endpoint protection. This ecosystem approach provides unified visibility across the entire security stack, allowing customers to manage SaaS security as part of a comprehensive security program rather than as an isolated discipline. This integration enables cross-domain policies, consolidated reporting, and unified threat hunting that bridges SaaS environments with hybrid infrastructures.

Falcon Shield's identity capabilities not only detect over-privileged access patterns, dormant accounts, and risky permission inheritance that traditional SSPMs miss, but also differentiate through ITDR technology that correlates SaaS security findings with endpoint and identity telemetry from the broader Falcon platform. This correlation capability provides customers with unparalleled attack path visualization and risk contextualization that are not available or as in-depth in standalone SSPM solutions.

Falcon Shield offers comprehensive device visibility across SaaS environments, enabling organizations to enforce conditional access policies that consider both user identity and device risk. Unlike competitors that focus solely on SaaS configurations or user permissions, Falcon Shield automatically inventories all devices—including managed, BYOD, and unmanaged devices—that access SaaS apps. This allows security teams to dynamically adjust SaaS permissions based on real-time device posture and correlate endpoint protection data with SaaS access rights for enhanced security. This endpoint-to-SaaS correlation creates a robust, adaptive security model that strengthens enterprise SaaS protection.

A compelling differentiator that distinguishes CrowdStrike from others in terms of addressing unmet market needs includes the dynamic feedback loop between Falcon Shield and the company's incident response services. While many SSPM platforms have traditionally focused on misconfiguration detection or audit-based posture management, there is a growing unmet need for real-time, runtime threat detection within SaaS environments. Sophisticated attacks increasingly leverage subtle, multi-application behavioral anomalies and identity abuse that static tools miss. Security teams require platforms that continuously monitor user and system activities in context, correlating across multiple apps, and automatically prioritize real risks to reduce alert fatigue. The frontline deployment of Falcon Shield during

real-world breach investigations allows instant forensic collection and attack detection, while creating an unparalleled intelligence advantage for threat researchers to rapidly incorporate enhancements into its detection capabilities. This enables a shift from reactive visibility to proactive threat hunting and response across SaaS ecosystems.

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Visionary Scenarios Through Megatrends

Falcon Shield is committed to securing diverse, interconnected SaaS environments. Over the past year, it has significantly expanded its integration ecosystem, adding connectors for specialized applications beyond traditional productivity tools, covering identity management, no-code development, application security, workflow automation, design collaboration, and credential management. Each integration includes pre-configured security policies tailored to the app's unique risk model, ensuring complete coverage as organizations adopt niche tools to drive innovation.

Falcon Shield's Integration Builder enables seamless connectivity with over 180 SaaS applications, surpassing traditional SSPM solutions that typically support only 30–50 apps and require vendor involvement for additional coverage. This extensive out-of-the-box library provides immediate protection for mainstream SaaS platforms, while the no-code interface allows rapid custom integrations for new or internal applications. This self-service approach eliminates delays, ensuring security keeps pace with SaaS adoption from day one. The combination of pre-built integrations and customer-driven expansion creates a modern solution that adapts instantly to evolving business needs.

Beyond integration, Falcon Shield offers advanced application management capabilities, including dynamic app classification with automated reassessment, OAuth consent revocation, browser extension visibility and blocking, and service account detection for non-human identities. Its vendor enrichment feature delivers deep insights into third-party risk, enabling faster evaluation and governance. These capabilities align with key trends, such as SaaS sprawl, AI adoption, and identity-centric security, positioning Falcon Shield as a leader in securing the modern SaaS ecosystem.

As shadow applications proliferate, customer demand has shifted beyond misconfiguration management toward comprehensive SSPM strategies. CrowdStrike addresses this with multiple detection methods, such as DNS telemetry from endpoint sensors, OAuth authorization analysis, and integration with email security gateways and identity provider logs, offering sophisticated risk assessment based on vendor security practices, compliance certifications, and regulatory implications. Security teams can make informed decisions rather than relying on blanket blocking policies. Direct remediation capabilities allow immediate consent revocation or app blocking, while vendor enrichment accelerates risk evaluation. In 2025, Falcon Shield further enhanced detection by leveraging endpoint telemetry for unprecedented visibility into SaaS usage patterns, delivering high-fidelity shadow app detection with rich identity context, a capability that many standalone SSPM vendors have yet to offer.

With GenAI increasingly embedded in SaaS, 2025 marks a turning point as AI-driven features expand the attack surface, introducing threats like prompt injections, training data poisoning, and unauthorized model access. CISOs now require GenAI governance and risk management. Falcon Shield leads by integrating AI-specific security controls, including posture management for GenAI apps (e.g., GitHub Copilot, Einstein Copilot), detecting interconnected AI applications, monitoring AI-driven configurations, and managing AI shadow apps and third-party AI tools. It also introduces governance for AI agents as distinct identities, tracking behaviors, permissions, and risks to enable safe AI adoption.

Charlotte AI empowers users with natural language queries, threat intelligence insights, and automated analysis. Combined with Falcon Fusion playbooks, Charlotte AI enables configurable workflow automation, from manual review to fully AI-driven remediation, streamlining complex tasks such as OAuth token revocation and identity-based access adjustments. These capabilities elevate Falcon Shield's AI-powered risk analysis and anomaly detection, solidifying its leadership in enterprise SSPM.

Customer Purchase, Service, and Ownership Experience

CrowdStrike has streamlined its pricing model to two SKUs, counting each user only once regardless of application access. This eliminates per-app complexity and simplifies license management. The company's CrowdStrike Flex, a consumption-based licensing model, has allowed customers to use existing credits to deploy new capabilities without lengthy procurement cycles. Flex covers all current and future offerings, delivering unmatched flexibility for organizations with evolving SaaS environments and allowing them to start with focused coverage and seamlessly expand protection without additional procurement cycles. Frost & Sullivan appreciates how this flexibility enables organizations to scale protection seamlessly as requirements evolve, creating a compelling differentiator.

To help customers navigate economic uncertainty, CrowdStrike also launched CrowdStrike Financial Services in September 2024. This subsidiary offers tailored financing solutions with flexible payment options (monthly, quarterly, annual) and customizable structures to support and offer predictability to the customer's budget. As part of this subsidiary, experienced finance professionals guide and work closely with customers to optimize contracts through product acquisition, extending Falcon Flex's simplicity beyond traditional enterprise license agreements.

CrowdStrike offers a highly adaptive, tiered support model for its Falcon Shield platform, ensuring customers receive assistance tailored to their size, complexity, and security maturity. Standard Support is included with subscriptions, while premium tiers, comprising Express, Essential, and Elite, provide enhanced services. Elite customers gain access to dedicated Technical Account Managers who act as strategic advisors with industry-specific expertise. For organizations requiring even deeper engagement, Focused Support assigns a dedicated Technical Support Engineer who develops an intimate understanding of the customer's environment.

To address resource constraints, CrowdStrike also provides Falcon Complete, a managed detection and response service that supplements internal security operations without requiring additional hires. Combined with a 24/7/365 "Follow the Sun" model and guaranteed response times based on severity, this approach ensures rapid, expert-driven resolution and comprehensive SaaS security posture management, even for smaller teams or during periods of rapid growth.

CrowdStrike maintains a robust global partner ecosystem, including resellers, distributors, global system integrators, MSPs/MSSPs, technology integration partners, OEMs, and cloud service providers. A dedicated Alliance team drives technical integrations, regional expansion, and joint customer success. Signature partner events, such as Partner Summits, Symposia, and CrowdConnect, deliver strategic

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insights and hands-on enablement, while Fal.Con conferences and regional CrowdTour sessions provide thought leadership and technical training. Partners also have access to CrowdStrike University for certifications and role-based learning paths.

CrowdStrike leverages a combination of direct sales, an extensive partner network, strategic technology alliances, and its unique incident response services, which offer real-time demonstrations during breaches to help detect attack techniques and security gaps. These go-to-market strategies not only fostered positive customer purchase, ownership, and service experience but also helped the company stand out, accelerating the adoption of its Falcon Shield.

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Financial Performance

CrowdStrike’s Falcon Shield has high growth potential in the global SSPM industry. As an established leader, the company maintains a strong market presence, with widespread adoption across key sectors, including the technology, BFSI, and retail/eCommerce sectors. Capitalizing on the company’s extensive security portfolio and the market shift toward enabling unmatched correlation and contextual risk insights across the entire security stack, CrowdStrike’s Falcon Shield is expected to record tremendous year-on-year revenue growth in the global market in 2025. CrowdStrike’s SSPM market reach is fueled by its 30,000-plus Falcon platform customer base and localized support teams worldwide, enabling rapid scaling and superior customer service globally.

CrowdStrike has established a significant SSPM business presence, mainly in North America. The company has leveraged its established customer base to expand Falcon Shield’s presence across Latin America following the acquisition of Adaptive Shield. It leverages a robust global partner ecosystem and channel strategy to accelerate market penetration for Falcon Shield, working with resellers, distributors, system integrators, MSPs/MSSPs, OEMs, cloud providers, and incident response partners. Its global reach spans major markets, such as the United States, Canada, the United Kingdom, France, Germany, the Nordics, Japan, and Australia, ensuring localized expertise through dedicated engineering, sales, and support teams.

Frost & Sullivan notes CrowdStrike's impressive growth trajectory and considers the company well-positioned to drive the SSPM space into its next phase of innovation and expansion.

Conclusion

Frost & Sullivan analysts observe how CrowdStrike has clearly positioned itself as a leader in the global SSPM market through its comprehensive SSPM capabilities, a differentiated go-to-market strategy, and pioneering innovations, resulting from an in-depth understanding of the SaaS security landscape and the leveraging of megatrends to enhance its SSPM offerings. Backed by robust customer support and strategic implementation practices, it remains a trusted partner and industry leader in the global SSPM space.

With its strong overall performance, CrowdStrike earns the 2025 Frost & Sullivan Global Company of the Year Recognition in the SSPM industry.

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

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

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

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™.

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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:

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

