

FROST & SULLIVAN
BEST PRACTICES



2026

GLOBAL DATA
LOSS PREVENTION

**NEW PRODUCT
INNOVATION**



MIND

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. MIND excels in many of the criteria in the patient access solutions space.

RECOGNITION CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

The Transformation of the Data Loss Prevention Industry

The types of data enterprises generate and handle today extend far beyond traditional structured documents. Data now includes messages, collaboration content, customer logs, code snippets, Teams messages, and meeting transcripts. At the same time, data is no longer confined to a fixed perimeter; rather, it moves across an increasingly software-as-a-service (SaaS)-reliant hybrid environment, supports remote or distributed workforces, and enters the AI realm of Generative AI (GenAI) apps and AI agents.

However, as data types diversify and workflows evolve across cloud and SaaS environments, enterprises increasingly find that legacy DLP tools are no longer sufficient. Legacy DLP tools were first built for more centralized, perimeter-controlled networks with static rules, predefined patterns, and location-centric controls, which makes it quite difficult for the solution to accurately identify sensitive information within unstructured data formats. This leads to false negatives when sensitive content is missed in environments these tools are not built to monitor - and to false positives when highly valuable, yet ambiguous data contexts trigger strict detection rules. As a result, alert volumes continue to increase without in-depth context, leaving many security teams under massive operational strain and with slower response times.

Designs a Reliable, High-Quality Product to Match Customer Needs and Establish Strong Market Positioning

Seattle-based MIND was founded in 2023 to solve a long-standing issue in the DLP market: the tendency of DLP solutions to generate high volumes of noisy, low-context alerts and their inability to accurately detect sensitive data in modern, perimeter-less environments.

To address this unmet customer need, MIND delivers a unified data security platform that integrates DLP and insider risk management (IRM) under a single architecture. This consolidation ensures that all discovery, detection and prevention decisions are powered by the same classification layer, producing consistent labels as well as uniform context and sensitivity scores throughout the data lifecycle. As a result, Frost & Sullivan points out that enterprises experience fewer false positives, greater policy accuracy, and continuous protection from data creation through movement, usage, and sharing.

The core design element that enables MIND to deliver its expertise to the market is its proprietary MIND AI. This multilayered classification engine combines standard techniques such as exact data matching (EDM), regular expression (RegEx) pattern matching, named entity recognition (NER), and optical character recognition (OCR) with proprietary statistical and predictive methods alongside more advanced methodologies like vector similarity, small language models (SLMs) and large language models (LLMs). From this, MIND can not only classify known sensitive data types but also categorize novel sensitive data types that legacy DLP models miss.

MIND AI also enables the company to build a comprehensive catalog of data resources, users, AI agents, file activities, and metadata across SaaS applications, endpoints, on-premise file shares, and emails. While building data inventory is a common step among DLP vendors, Frost & Sullivan notes that MIND goes

“Across deployments in different sectors, customers consistently highlight MIND’s ability to deliver accurate classification outcomes shortly after deployment, without adding headcount to the data security team. For example, one customer that handles vast amounts of unstructured data from hundreds of millions of active users each month reports that its data security team now spends 80% less resources in managing its DLP program. Another customer claims that MIND helps them accurately classify sensitive data to the point that there are essentially zero false positives.”

**– Daphne Dwiputriane
Research Analyst**

further by establishing a detailed understanding of how data flows within the environment by correlating sensitive information with the catalog it has built and classifying data in motion on demand. This context-rich view of user data interaction allows the company to assess risk severity more accurately, ultimately enabling more precise detection policies and protecting sensitive data both at rest and in motion.

Frost & Sullivan finds that MIND has implemented a rigorous customer feedback mechanism and robust customer success team to ensure its DLP remains up to date with the latest market and customer needs. The company regularly engages with customers, CISOs, and design partners to validate its capabilities and better understand the latest market challenges.

Admittedly, it is an industry standard for a company to regularly engage with its customers to improve its

product. However, MIND’s engagement with its customers goes well beyond and is quite evident in its fast time-to-value feedback loops, as seen in the launch of several new features, such as its MIND AI Custom Classifier that can autonomously classify unique sensitive data types specific to each customer, including controlled unclassified information (CUI), bills of materials, contracts, and medical lab reports.

The launch of its new endpoint capabilities and the addition of controls that specifically mitigate security risks of GenAI and Agentic AI are also an indication of MIND’s rigorous customer feedback process. The company’s DLP endpoint innovations now enable its platform to protect data used in locally installed native applications (both by users and AI agents), automatically prevent data leakage to external devices, collect evidence of incidents during policy violations, and track full data lineage. These enhancements reflect customer demand for stronger endpoint protection, as endpoints remain the most critical point of data security.

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and enforcement to identify sensitive data exposure within GenAI workflows, provide visibility into user activity involving GenAI tools, enforce access to enterprise-approved GenAI applications only, and prevent sensitive data from being entered into prompts. For Agentic AI risks on endpoints, MIND discovers locally installed AI agents, detects sensitive data accessed by and shared with AI agents, and prevents data exfiltration to and by AI agents. For Agentic AI in SaaS environments, MIND provides visibility into AI agents in use and detects sensitive data accessed by and shared with AI agents. These additions demonstrate how closely MIND aligns its roadmap with customer pain points, further reinforcing its reputation for rapid capability development.

There is documented customer feedback confirming high satisfaction and indicating that its DLP has exceeded expectations. Across deployments in

different sectors, customers consistently highlight MIND’s ability to deliver accurate classification outcomes shortly after deployment, without adding headcount to the data security team.

For example, one customer that handles vast amounts of unstructured data from hundreds of millions of active users each month reports that its data security team now spends 80% less resources in managing its DLP program. Another customer claims that MIND helps them accurately classify sensitive data to the point that there are essentially zero false positives for their data security team. Yet another customer explains the value delivered by MIND allowed it to build an effective DLP program without needing to hire an additional three to four analysts. This documented feedback indicates that not only does MIND ensure its value proposition is a strong differentiator in the market, but it also has proven real-world deployment, highlighting the innovativeness of its DLP approach compared to many other DLP tools.

Offers a Strong Price/Performance Value to Strengthen Brand Equity

Frost & Sullivan's research suggests that MIND's strongest value proposition is that it is a relatively new company with an AI-native DLP platform operating in an established market plagued by alert fatigue and false positives. This reduces the reputational burden associated with legacy DLP architecture, making it a suitable proposition for those seeking DLP solutions that can function effectively and autonomously in modern environments.

Another strong price/performance value proposition is the company's ability to lower operational and deployment costs, which typically inflate the total cost of ownership (TCO) of competing DLP tools. Its lightweight architecture enables rapid time-to-value. This allows its DLP to be fully operationalized almost immediately without spending prolonged time on fine-tuning rules and configuration, a problem that has been hampering many legacy DLP tools. Minimal fine-tuning reduces both potential maintenance costs and the number of resources needed to manage DLP.

In addition, the lightweight deployment model ensures customers can receive new features without hidden add-on fees, making its pricing model relatively predictable. Its strategy to combine DLP and IRM and add increasingly important endpoint protection and GenAI-specific controls on the same platform enables customers to consolidate tools and further save budget. This is a compelling competitive advantage in the more cost-sensitive segment of the mid-market and enterprise segment.

These price and performance advantages have been recognized externally with accolades, including MIND's inclusion as the only DLP solution provider in Fortune's Top 50 Cybersecurity Companies of 2025, an honorable mention at the Black Hat Startup Spotlight Competition, and a Top 10 finalist position at the 2025 RSA Conference's Annual Innovation Sandbox Contest. These recognitions reinforce MIND's brand equity, highlighting its differentiation as a leading modern, cost-efficient alternative to legacy DLP solutions.

Conclusion

MIND was founded to address persistent DLP challenges through its flagship platform, which unifies DLP and IRM under a single architecture, enabling it to deliver high classification accuracy and consistent policy logic throughout the data lifecycle. Its endpoint protection and GenAI-specific controls clearly demonstrate its ability to meet rapidly changing customer needs and address the latest data security risks. The effectiveness of its innovation in real-world environments is documented through customer feedback that lauds its fast time-to-value and ability to significantly reduce false positives. Frost & Sullivan notes that these technological and operational advantages have propelled MIND to industry recognition, reinforcing its brand equity and positioning it as a modern alternative to other DLP solutions. With its strong overall performance, MIND earns the 2026 Frost & Sullivan Global New Product Innovation Recognition.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation 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 New Product Innovation Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

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 fueled 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)**

