

FROST & SULLIVAN
BEST PRACTICES



2026

GLOBAL AUTOMATED
SECURITY VALIDATION

**NEW PRODUCT
INNOVATION**



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. Ridge Security excels in many of the criteria in the automated security validation 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 Automated Security Validation (ASV) Industry

The rapid adoption of emerging technologies, such as cloud-native architecture, cloud computing, and automation, has led to a widespread increase in productivity rates and operational efficiency among enterprises globally. However, these same advancements have also introduced greater complexity, making it difficult for enterprises to maintain continuous assurance that their security controls are functioning as intended. Traditional security assessment methods, such as periodic penetration testing and vulnerability scanning, provide point-in-time visibility, but these methods are increasingly struggling to reflect the latest exposure due to the ever-changing environments. As a result, many enterprises are facing difficulties in correctly understanding their true security posture at any given time.

ASV addresses this gap by enabling continuous and evidence-based validation of controls. By automatically and continuously performing ongoing attack simulation, exposure discovery, and automated testing, ASV enables enterprises to prioritize remediation based on exploitability, strengthen detection and response capabilities, and maintain confidence in their security posture as the threat landscape continues to evolve.

Designing a Reliable and High-Quality Product to Address the Latest Customer Needs and Establish a Strong Positioning in the Market

Silicon Valley-based Ridge Security was founded in 2020 to help enterprises adapt to an increasingly dynamic threat landscape through intelligent, automated, and continuous security validation. The

company positions security validation as a foundational capability that not only keeps pace with emerging threats but also ensures that existing security controls remain consistently effective over time. To address the limitations of point-in-time and manual testing approaches, Ridge Security’s product design strategy emphasizes evidence-based validation that reflects real-world adversary behavior.

A core product design element that showcases this strategy is the use of artificial intelligence (AI) to continuously learn from discovered exposures and dynamically determine subsequent attack paths. This allows RidgeBot, Ridge Security’s flagship platform, to autonomously scan, validate, and safely exploit vulnerabilities to produce verifiable evidence of compromise without relying heavily on predefined scenarios and manual configuration. RidgeBot’s ASV supports a wide range of assets, including hosts, websites, web applications, APIs, network infrastructure, and AI infrastructure. As the use of AI allows the platform to prioritize exploitability and impact rather than theoretical risk, customers can achieve more efficient remediation and be more confident in the effectiveness of the security controls they have deployed.

Ridge Security’s focus on product quality is further highlighted by its 2 proprietary engines, RidgeBrain and RidgeGen. RidgeBrain is a TensorFlow-based AI model designed to mimic real-world attack behavior

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**- Daphne Dwiputriane
Research Analyst**

by iteratively adapting tactics and executing advanced offensive operations to deliver repeatable validation across different environments. RidgeGen, meanwhile, complements this capability as a context-aware generative AI (GenAI) model that improves analysis across multiple languages and data formats to provide more accurate and deeper insights. Together, these engines enable evidence-based validation of security controls, which allows enterprises to continuously assess the effectiveness of their controls and prioritize remediation on real-world impact as the threat

landscape continues to evolve. As a result, this enables Ridge Security to position itself as a company that supports a comprehensive continuous threat exposure management (CTEM) framework across the full security life cycle—from exposure discovery to remediation prioritization.

Frost & Sullivan finds that Ridge Security has implemented a responsive customer feedback mechanism to ensure RidgeBot continues to evolve in line with the latest customer requirements. While customer engagement is a common practice across the industry, Ridge Security differentiates itself through the structure of its feedback process, demonstrating an active and engaging relationship with its customers. The company has a dedicated Feature Request module within its customer relationship management (CRM) system that enables customers to submit feedback or feature requests directly to the product management team. These requests are systematically reviewed, prioritized, and, where appropriate,

incorporated into the product roadmap. This closed-loop feedback allows Ridge Security to rapidly translate real-world operational challenges into product enhancements, strengthening alignment between customer needs and platform capabilities.

The expansion of its RidgeGen framework, following its initial launch in early 2025, also illustrates the effectiveness of this feedback-driven development approach. RidgeGen evolved from a specialized GenAI module trained on specific security data into a broader, multi-agent framework that supports the development of an agentic AI ecosystem within RidgeBot. Through this expanded architecture, RidgeBot can deploy specialized AI agents focused on different functions, such as privilege escalation, vulnerability prioritization, and lateral movement. This capability addresses an unmet customer need for more proactive security validation, particularly for enterprises constrained by limited staffing. By operationalizing multi-agent automation, Ridge Security delivers functionality that is difficult for competitors that rely heavily on static testing workflows to replicate.

There are several instances of documented customer feedback, indicating high satisfaction and evidence that RidgeBot has exceeded customer expectations. For example, a major retailer with a large online

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presence and 100 physical stores nationwide faced challenges in protecting customer data and required continuous security validation to identify and mitigate vulnerabilities at scale. Following the deployment of RidgeBot, the customer identified a significant number of unknown risks and vulnerabilities and completed security testing across all stores within 3 months, compared to an initial timeline of approximately a year and a half using traditional testing approaches.

In another case, a leading logistics conglomerate based in Latin America implemented RidgeBot to enable continuous security testing at a cost comparable to 2-3 traditional penetration tests per year, resulting in measurable cost-effectiveness.

These documented customer outcomes demonstrate

that Ridge Security not only delivers on its value proposition of cost-effective, ASV but also proves its effectiveness in real-world enterprise deployments.

Offering a Strong Price/Performance Value and an Excellent Customer Purchase Experience

Frost & Sullivan research suggests that Ridge Security’s strongest value proposition lies in its customer-friendly pricing model. The company positions itself as an accessible alternative to mid-to-large enterprises that may be priced out by large enterprise-centric vendors by offering an annual subscription model based on the number of IP addresses and websites under assessment. This approach enables predictable pricing while avoiding complex, feature-based add-ons. The same pricing structure is extended to larger enterprises, indicating the company’s commitment to being the strategic alternative to traditional enterprise models with linear pricing within each tier, aligning cost directly with the scope

of the assets being tested. This also allows Ridge Security to achieve a faster time-to-value by allowing customers to pay only for what they need to validate.

Beyond pricing, Ridge Security emphasizes delivering a positive customer purchasing experience. Unlike many enterprise-focused ASV vendors that require extensive professional services, the company provides potential customers with free demo access to reduce friction, accelerate evaluation, and shorten sales cycles during the evaluation phase, in addition to offering quarterly training sessions to support partners and end users after a purchase is completed, so they are up to date with the latest features and their benefits. Ridge Security also maintains a dedicated support team to assist customers with troubleshooting issues to ensure a smooth onboarding experience. Collectively, these elements effectively boost the overall customer experience while contributing to Ridge Security's price-performance positioning by minimizing reliance on costly professional services and without introducing massive operational overhead.

Conclusion

Ridge Security is an ASV vendor that enables enterprises to continuously validate the real-world effectiveness of their security controls through autonomous, cost-effective testing, addressing the limitations of traditional, point-in-time assessments. Its flagship platform, RidgeBot, leverages proprietary AI engines that allow enterprises to keep pace with evolving threat techniques effectively, and the broadening of its RidgeGen framework is a strong indicator of its ability to rapidly adapt to emerging trends. This is successfully achieved due to its rigorous customer feedback mechanism that directly informs of the product roadmap and feature development. In addition, documented customer deployments demonstrate the company's ability to achieve measurable improvements in cost performance and operational efficiency, further reinforcing its effectiveness in real-world environments.

Ridge Security earns Frost & Sullivan's 2026 Global New Product Innovation Recognition for its strong overall performance in the ASV industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Recognition identifies the company that offers a new product or solution that uniquely addresses key customer challenges.

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>.

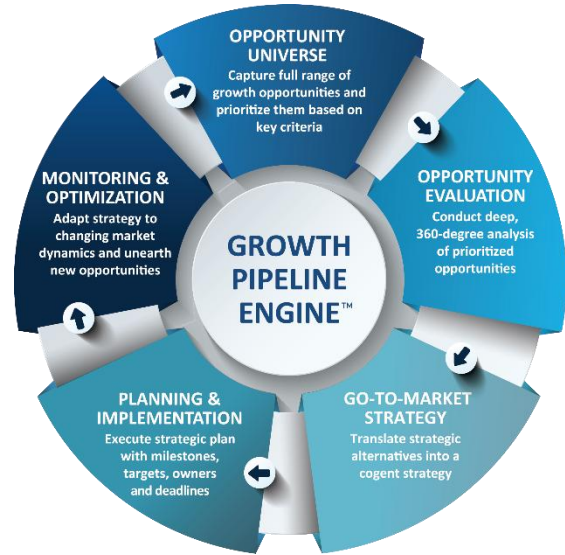
The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[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)

