



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

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL DATA SECURITY PLATFORM INDUSTRY*

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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. Securiti excels in many of the criteria in the data security platform 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 Data Security Platform Industry

Data is an integral part of many enterprises’ business operations, regardless of their size, maturity, regional presence, and sector. Every enterprise needs access to data to make informed decisions, whether to improve internal productivity or enhance the customer experience. This is why the data security market has existed for a long time, with tools such as backup and recovery, classification tools, data loss prevention, and database security being some of the popular tools that enterprises worldwide have been using.

These tools have become a mainstay among many security teams, as they have effectively met the requirements to perform their tasks. However, these tools tend to be implemented in an enterprise’s architecture at different periods and thus, they have different data models, policies, or logging formats. As a result, they often cannot share the same context, so this has created gaps in visibility, enforcement, and reporting.

Strong Best Practices Foundation Enables Securiti’s Ability to Address Unmet Needs and Deliver Megatrends Capabilities

Founded in 2019, Securiti aims to help enterprises automate their privacy compliance in a single platform. As compliance, privacy, and security increasingly converge, the company has evolved to address broader enterprise needs for unified data control across complex multi-cloud, hybrid, and on-premises environments. This evolution was enabled by its proprietary Data Command Graph that powers its flagship Data+AI Security Platform.

The Data Command Graph functions as a knowledge graph that continuously collects, correlates, and contextualizes metadata about data, identities, systems, and policies across an enterprise's environment. Using this, Securiti can provide a centralized policy engine that manages security, privacy, governance, and compliance through a shared layer of intelligence. This allows the company to address critical customer needs, such as inconsistent policy enforcement and a lack of shared context across data security tools. It also enables Securiti to support broader use cases that extend beyond its initial focus on privacy and compliance. This foundation has been vital to its successful evolution into a holistic data security platform provider, combining a proven track record and adaptability in multiple use cases.

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**– Daphne Dwiputriane,
Research Analyst**

Additionally, its shared intelligence layer embodies a visionary innovation strategy that drives benefits in terms of capability and end user. From a capability perspective, it allows Securiti to introduce new features that inherit the same context and operate cohesively with its older capabilities. From an end-user perspective, the unified intelligence provides a solid foundation for accurate and context-aware remediation decisions, as it ensures that every capability operates from the same understanding of data. This makes it a crucial differentiator that increasingly convinces customers to switch to Securiti.

GenAI is increasingly integrated into enterprise workflows, raising concerns about the risks associated with using GenAI systems, particularly in relation to sensitive data. This forces enterprises to balance innovation with responsible data security and an AI governance framework.

Securiti has been incorporating capabilities that can enable enterprises to adopt GenAI securely. This includes:

- The launch of Context-Aware LLM firewalls, purpose-built to protect against the OWASP Top 10 and adversarial machine learning threats, such as sensitive data leakage
- An AI Security and Governance offering that can discover, catalog, and map AI models across public clouds and SaaS applications, ensure compliance with the regulatory framework, and implement suitable controls to provide continuous protection of AI models and associated data
- Gencore AI, which enables enterprises to safely use their proprietary data to build AI systems by transforming unstructured files into AI-readable formats

These capabilities also use Securiti's knowledge graph, which means enterprises have the same context and controls for their GenAI systems. Reducing fragmentation in this manner is extremely useful as data and GenAI are highly dependent on one another. Frost & Sullivan expects the megatrend implementation to provide massive growth opportunities for Securiti, notably as it demonstrates the ability to enable safe and secure GenAI adoption, thereby minimizing the concerns among enterprises that are wary of implementing GenAI systems.

Excellent Customer Purchasing and Ownership Experience Fuels Strong Financial Performance

Securiti's purchasing experience aligns with standard enterprise buying practices, providing a guided evaluation process to customers. The company's differentiation from its competitors lies in its mandatory training program for support engineers and customer success managers, ensuring they are knowledgeable about utilizing the platform effectively. This enables them to successfully demonstrate the platform's value proposition and ability to address the customer's most pressing priorities. The impact of its rigorous training program strengthens its reputation for technical depth, extending the positive experience even to prospects that ultimately do not adopt the platform.

To provide a high degree of satisfaction among existing and potential customers, Securiti has designed its platform to be agentless, which effectively reduces deployment time. This allows it to showcase its time-to-value faster than other legacy vendors in the space, as those vendors often require intensive professional services engagements for successful deployments.

Additionally, the shared intelligence layer via its Data Command Graph enables customers to experience faster module deployments when they expand their capabilities—a meaningful differentiator in a market where gradual modular addition is preferred.

"...Securiti's growth is driven by its ability to address diverse use cases across governance, privacy, security, and compliance. While this may be mistaken for inconsistent messaging, Securiti overcomes this concern by centering its narrative around its Data Command Graph, which connects all its capabilities through a single intelligence layer. The company tailors each marketing message to specific enterprise priorities but ultimately reinforces the same theme of unified data intelligence and control."

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Frost & Sullivan finds that Securiti's growth is driven by its ability to address diverse use cases across governance, privacy, security, and compliance. While this may be mistaken for inconsistent messaging, Securiti overcomes this concern by centering its narrative around its Data Command Graph, which connects all its capabilities through a single intelligence layer. The company tailors each marketing message to specific enterprise priorities but ultimately reinforces the same theme of unified data intelligence and control. Coherence allows Securiti to connect with customers through multiple entry points, allowing it to address immediate pain points first and naturally expand into adjacent areas. The strategy has been a significant factor in its ability to double the average contract value, thereby delivering an impressive,

triple-digit yearly growth rate in 2025.

The recent announcement of its acquisition by Veeam, a leading backup and recovery company, in October 2025, presents Securiti with significant growth opportunities over the next few years, thanks to Veeam's broad channel partner ecosystem and customer base. Frost & Sullivan expects this development to enable Securiti to solidify its position as a leading provider of data security platforms.

Conclusion

Securiti's growth momentum in recent years has been fueled by its ability to provide unified data controls for compliance, security, privacy, and governance through its proprietary Data Command Graph, which ensures consistent enforcement and shared context across all capabilities in its flagship Data+AI Security Platform. The doubling of its average contract value and triple-digit growth trajectory indicate its successful transition from its background in privacy and governance to addressing multiple domains in a unified console.

With its strong overall performance, Securiti earns Frost & Sullivan's 2025 Global Company of the Year Recognition in the data security platform 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™.

[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)**

