

FROST & SULLIVAN
BEST PRACTICES



2026

APAC CYBERSECURITY
SERVICES

**CUSTOMER VALUE
LEADERSHIP**



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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. SK shieldus excels in many of the criteria in the cybersecurity services space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

The Transformation of the Cybersecurity Services Industry

Across Asia-Pacific (APAC), rapid digitalization, the expansion of hybrid IT environments, and increasingly stringent regulatory requirements have added significant complexity to enterprise security operations. At the same time, a sustained shortage of skilled cybersecurity professionals continues to constrain organizations’ ability to develop and maintain mature in-house security capabilities. These factors have driven strong growth in demand for managed security services (MSS) and professional security services (PSS), as enterprises across the region seek scalable, adaptive, and intelligence-led approaches to protecting digital assets and maintaining operational resilience.

MSS providers (MSSPs) play a critical role in offering cybersecurity services such as continuous monitoring, real-time threat detection, rapid incident response, and compliance support. These services help organizations manage evolving requirements while enabling more outcome-driven, compliance-ready security models. In a highly competitive cybersecurity services market landscape, MSSPs that demonstrate deep operational security expertise and deliver exceptional customer value are best positioned to differentiate and sustain long-term relevance.

Price Value

Headquartered in South Korea, SK shieldus has evolved into a leading cybersecurity services provider with an expanding global footprint across APAC, North America, Europe, the Middle East, and Africa (EMEA), and select Latin American (LATAM) markets. The company was established in 2021 through the merger of

SK Infosec, a long-standing leader in South Korea’s cybersecurity industry, and ADT CAPS, one of the country’s largest physical security providers. Backed by 20 years of proven expertise, with managed detection and response (MDR) and threat response capabilities, this integrated security provider, with both physical and cybersecurity solutions, offers comprehensive security services that include security monitoring, consulting, security solution supply, and security operations.

At the core of SK shieldus’ cybersecurity services portfolio is its Secudium-powered MDR platform, which functions as a centralized orchestration and intelligence layer across security information and event

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**- Ying Ting Neoh
Industry Analyst**

management (SIEM), security orchestration, automation, and response (SOAR), endpoint detection and response (EDR), network detection and response (NDR), email advanced persistent threat (APT), attack surface management, and operational technology (OT) security telemetry. Secudium integrates best-of-breed commercial security tools with proprietary analytics, automated response workflows, and MITRE ATT&CK-aligned detection logic to deliver high-fidelity threat detection and rapid response at scale. With a hybrid, open MDR architecture that integrates seamlessly with customers’ existing security stacks, the company delivers detection, monitoring, and response services across heterogeneous environments, supporting cloud, hybrid, on-premises, and air-gapped systems, without requiring customers to replace their platforms. This

approach is particularly well-suited for regulated sectors such as manufacturing, banking, financial services, and insurance (BFSI), healthcare, and the public sector, where data residency, auditability, and regulatory compliance remain critical concerns. Through Secudium, SK shieldus is able to process billions of security logs per day and support hundreds of thousands of events per second, enabling the company to operate MDR in national- and regional-scale security operations center (SOC) environments.

SK shieldus differentiates itself through deep MSS/PSS capabilities that are tightly integrated into its operational delivery model. These services span threat hunting, penetration testing, incident response, digital forensics, vulnerability assessment, zero-trust advisory, compliance-driven risk consulting, and OT and ICS security. Outputs from professional engagements, such as breach investigations, ransomware response cases, red-team exercises, and compliance assessments, are fed back into its MDR operation, creating a continuous improvement loop where real-world incidents and assessment findings directly inform detection rules, response playbooks, and automation logic. This integration ensures that customer security defenses evolve alongside the threat landscape, providing customers with continuously updated protection rather than static monitoring. For organizations with lower security maturity or internal resources, SK shieldus acts as an extension of the internal security team; for enterprises with established internal SOC capabilities, it serves as a force multiplier that augments in-house capabilities. This integration is operationalized through EQST, SK shieldus’ dedicated security expert organization

comprising hundreds of specialists who conduct large-scale penetration testing, vulnerability research, and incident investigations annually.

The company's acquisition of Seculayer in 2024 has also fueled further MSS advancements with 100+ AI experts, reinforcing global scale and technical depth. SK shieldus delivers compelling price value in the APAC cybersecurity services market by combining automation maturity, flexible service modularity, and hybrid delivery models that significantly reduce customers' total cost of ownership while maintaining enterprise-grade security outcomes. For example, one of the defining contributors to this value is SK shieldus' automation-first operating model, where 97% of MDR event handling is automated, and 59% is artificial intelligence (AI)-enabled, substantially lowering human dependency without degrading detection fidelity. This enables the company to process higher event volumes per analyst, compress response times,

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and contain operational costs. Customers benefit from predictable operational costs, faster incident resolution, and improved overall security posture. To date, the company supports more than 10,000 customers through centralized SOC operations, demonstrating that automation is a foundational enabler of cost efficiency rather than a feature overlay.

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regulatory, operational, and infrastructure requirements. Its ability to deliver customized, hybrid MDR services, supported by advanced threat intelligence, positions the company as a trusted long-term security partner.

Customer Purchase, Ownership, and Service Experience

SK shieldus' MSS services are primarily delivered through fixed-cost, subscription-based models, improving budget predictability for customers. Its modular and tiered commercial model allows organizations to align investment precisely with security maturity, regulatory exposure, and operational complexity. Services are structured across graduated service levels differentiated by detection depth, response service-level agreements (SLAs), and analyst involvement. Cost-sensitive small and medium businesses (SMBs) can opt to adopt entry-level monitoring and subscription-based incident response services, while large enterprises and regulated institutions engage premium tiers that include customized playbooks, advanced analytics, compliance-aligned reporting, and dedicated computer emergency response team (CERT) support. This base-plus-add-on architecture, reinforced by volume-based discounts and usage-aligned scaling, enables customers to expand protection incrementally while maintaining clear cost control and measurable returns on investment (ROI).

Additionally, SK shieldus delivers a low-friction customer purchase and onboarding experience, which is critical in APAC markets that are often characterized by complex procurement processes and regulatory

requirements. For example, standard onboarding to initiate MDR services is typically completed within approximately two weeks, with customers transitioning to live monitoring using baseline detection policies, followed by a structured optimization phase that refines rules and workflows using real operational data. By continuously optimizing and automating its MDR onboarding process, the company has reduced the time required to integrate client environments from 2 to 3 weeks to a single day, while enabling both scalability and customization tailored to individual operational contexts. These advancements have helped reduce the mean time to respond (MTTR) and improve overall service quality. Additionally, its pre-sales engagement emphasizes proof-based consultation, including environment-specific assessments, architecture reviews, and proof of concept (PoC)-driven validation, while on-premises deployment options and customer-controlled SIEM integration proactively address data residency, auditability, and compliance requirements.

Post-purchase, SK shieldus also exemplifies strong execution across customer ownership and long-term engagement. Each customer is supported by dedicated account and project management resources, underpinned by SLA-driven service governance and regular performance reviews. The Secudium customer portal provides real-time visibility into alerts, tickets, SLA compliance, and threat intelligence, while communication and reporting models are adapted for regulated environments.

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Growth Potential, Customer Acquisition, and Financial Performance

Looking ahead, SK shieldus is well-positioned for sustained growth in the APAC cybersecurity services market. The company is investing up to USD 10 million in the next phase of its Secudium platform, with potential for further investment into the platform given its strategy to adopt agentic AI SOC platform. These investments are designed to further increase analyst productivity, support larger telemetry volumes, and reduce marginal delivery costs, which are key enablers of scalable growth.

SK shieldus has established itself as the leading cybersecurity services provider in its home market, South Korea, while steadily expanding its footprint across APAC through a combination of direct delivery and channel partnerships. The company's scalable service model, supported by centralized SOC operations and localized expertise, enables the company to support customers as they expand regionally without sacrificing service consistency or compliance.

Its market credibility is further reinforced through a strong ecosystem of technology partnerships, industry certifications, and threat-intelligence collaboration. The company works closely with leading security vendors such as CrowdStrike, Microsoft, SentinelOne, Trellix, and Trend Micro, holds AWS Level 1 MSSP certification, and actively participates in the Cyber Threat Alliance to exchange real-time threat intelligence. In South Korea, SK shieldus plays a leadership role in initiatives such as the Korea Anti-Ransomware Alliance (KARA), strengthening collective ransomware defense and situational awareness across the market.

The company's cybersecurity services have experienced steady momentum across APAC, with revenue from MSS and PSS segments rising to more than \$150 million in 2025, based on Frost & Sullivan's estimates. Notably, its business in Australia surged by 132.0% YoY and in Malaysia by more than 650.0% YoY, with Indonesia also recording significant growth. The success of SK shieldus' cybersecurity services spans a broad mix of industries and organization sizes, across verticals like public sectors, BFSI, manufacturing, education, and IT. This growth underscores the stability of its business model as well as the strong market acceptance of SK shieldus' MDR and managed services approach.

Conclusion

SK shieldus stands out through its ability to deliver enterprise-grade cybersecurity outcomes via a flexible, automation-driven, and customer-centric services model. By tightly integrating advanced MDR capabilities with deep professional security expertise, strong ecosystem partnerships, and disciplined operational execution, the company enables organizations to navigate increasingly complex threat environments and regulatory landscapes with confidence. This combination of technology leadership and sustained customer value has allowed the company to perform steadily in the past year. With its strong overall performance, SK shieldus earns Frost & Sullivan's 2026 APAC Customer Value Leadership Recognition in the cybersecurity services industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Recognition identifies the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Recognition Analysis

For the Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

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

