

*Trustwave Recognized as the*

**2021**

**Company of the Year**

Singapore Managed Security Services Industry

*Excellence in Best Practices*

 **Trustwave**<sup>®</sup>

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Trustwave excels in many of the criteria in the Singapore managed security service (MSS) space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### Addressing Unmet Needs and Leadership Focus

The COVID-19 pandemic has forced many enterprises to adapt to new ways of doing business to survive and thrive during the outbreak. To stay competitive in the new business environment, they accelerate technology adoption to address evolving customer needs and support digital workplace strategies. Integrating new technologies and solutions into the existing infrastructure adds more complexity to the business environment and creates more management overheads for the organization. The growing shortage of skilled security professionals also poses challenges for enterprises in handling and managing their IT environment effectively.

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**- Vivien Pua, Industry Analyst**

As a leading managed security services provider (MSSP), Trustwave embeds its in-house expertise and flexible managed security services into businesses’ security programs and environments to effectively fence off evolving threats. Trustwave also leverages and combines its global capabilities with the local cybersecurity resources of Singtel and Optus under a single global corporate identity to help businesses embrace digital transformation securely.

The global branding integration enables Trustwave to consolidate all its core offerings and provide a comprehensive

managed security services suite, including managed threat detection and response services, consulting and professional services, and in-house or third-party technology solutions. The extensive MSS portfolio not only focuses on traditional managed security services but also proactive threat hunting, managed application control, cloud-based security services, internet of things (IoT), and operational technology (OT) security services. The comprehensive portfolio and the global service scale allow Trustwave to differentiate itself from competitors. This is because the complete offerings enable the company to tailor its security service solutions to fit the needs of different organization sizes so businesses can focus on their core business functions and leave security concerns to Trustwave.

### ***Visionary Scenarios Through Mega Trends***

The pandemic has necessitated country lockdowns and remote working, accelerating cloud adoption as part of organizations' business resiliency planning. There is a significant increase in cloud spend due to COVID-19 to support evolving business operations and business continuity with remote workforces. As a result, a rising number of businesses now embark on more complex hybrid and multi-cloud environments, expanding the enterprise attack surface.

Trustwave innovates and expands its cloud cybersecurity services on top of the current managed security services to meet the dynamic demands and prevent the sophisticated attacks that enterprises face today. This includes its initiatives to complete the portfolio with Cloud Cyber Resilience, a series of cloud-first security services segmented by Cloud MDR, Cloud Protection, and Cloud Testing. The cloud-first security services include managed detection and response (MDR), cloud access security broker (CASB), and software-defined wide area network (SD-WAN). Introducing cloud-first security services allows Trustwave to provide flexible offerings to customers depending on their needs, be it on-premises, in the cloud, or hybrid operating models.

A cloud-native cybersecurity platform, the Trustwave Fusion platform, supports all its services to unify management and enable a single view of threats across an organization's increasingly complex environment. The platform acts as an open extended detection and response (XDR) and a backbone to merge Trustwave's technologies, services, and security expertise on a single application accessed and controlled by any device. It also connects platforms from third-party technology solutions such as endpoints, cloud workloads, data, and networks.

The company pursues joint solution development and supports seamless integration under the Trustwave Fusion platform, standing out from close competitors through continuous efforts and investments in innovation. Trustwave has built an alliance and partner program that includes companies from various security domains to increase coverage breadth and depth. The open architecture enables Trustwave to provide improved threat detection and response capabilities as well as integrated and seamless security operation to its customers.

### ***Financial Performance***

As enterprises rapidly migrate to digital technologies, there is a rising demand and higher acceptance of the MSS model in ASEAN to cope with evolving cyber threats, with Singapore leading the region. Since the country is a global business hub that houses many multinational companies' regional headquarters, regional and international MSSPs try to expand their business presence in Singapore to seize market

opportunities. This makes the MSS market highly competitive and challenges market participants in staying relevant and competitive.

Despite stiff competition, Trustwave dominates the Singapore market with a strong presence across verticals, including government, BFSI, and transportation, recording a 31.3% share in 2020. The company retained its leadership position as the largest MSSP in the Singapore market, attributable to its strong brand reputation as a leading telco in Singapore and one of the leading global MSSPs.

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Trustwave reaches clients in the country through Singtel Group and NCS. This enables it to access broader opportunities, such as bundling MSS with Singtel’s communication solutions or developing an entire turnkey ICT project with MSS components and outcomes as part of an overall transformation project. As a trusted ICT partner of the Singapore government, the NCS brand name allows Trustwave to access government opportunities. This makes Trustwave a strong and unique brand in the MSS industry, setting it apart from close competitors that usually find it challenging to penetrate the region’s public sector.

### **Customer Ownership and Service Experience**

Trustwave recognizes the need to provide personalized services, with metrics such as customer type, service, specialty, and process determining service delivery. The company assigns a technically inclined service delivery manager to support customers throughout the service lifecycle. The manager has strong fundamentals in security and, therefore, can work with the transition and delivery team to ensure service quality, enhanced client experience, and easy team engagement through a single point of contact with customers.

Trustwave also introduced Singtel’s Let’s Get Digital program in Singapore. This program helps SMEs get started on their digitization journey and take full advantage of the technologies to improve productivity and business growth. Trustwave enables SMEs to secure their digital systems with security offerings that support cloud adoption and basic security packages, depending on SMEs’ specific needs. The flexibility of Trustwave’s MSS offerings in catering to all organization types at different security program maturity levels allows it to stand out from its peers in the Singapore MSS market.

### **Brand Equity**

Through the integration into a single Trustwave brand, Trustwave harnesses Singtel’s local expertise in Asia-Pacific. This also offers all new Trustwave customers actionable insights into the threat landscape, vulnerabilities, and advanced tactics used by threat actors via a global network of Advanced Security Operations Centers (ASOCs) supported by the elite Trustwave SpiderLabs security team. Trustwave’s broad global client footprint enables the company to offer its customers greater visibility into security threats through threat intelligence from global SOCs, the numerous data breach investigations, and telemetry from security technologies adopted by its customers. The ability to integrate its elite

SpiderLabs team and proprietary threat insights into its core MSS offerings allow Trustwave to achieve its leadership position in the Singapore market.

## Conclusion

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Trustwave leverages its global capabilities and local expertise from a single Trustwave brand to support enterprises as they embrace digital transformation and combat the evolving threat landscape. Nine global SOCs and over 2,000 security professionals worldwide support its comprehensive MSS portfolio. This maximizes the company's threat detection and response capabilities and increases the security operations efficiency. With the ongoing investment in innovation, Trustwave is well-known as the trusted MSSP in the Singapore MSS market that secures all organization types.

With its strong overall performance, Trustwave earns Frost & Sullivan's 2021 Singapore Managed Security Service Company of the Year Award.

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

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, 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 by a robust solution development process

**Visionary Scenarios Through Mega Trends:** Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first to market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

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

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

