

CrowdStrike Recognized as the

2021

Company of the Year

Asia-Pacific Endpoint Security Industry

Excellence in Best Practices



CROWDSTRIKE

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. CrowdStrike excels in many of the criteria in the endpoint security space.

AWARD CRITERIA	
<i>Visionary Innovation & 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

Identifying the Challenges Faced for the Endpoint Security Market

“CrowdStrike focuses on the user experience, and, because of Falcon’s advanced AI capabilities, the company services businesses of all sizes.”

- Steven Lopez, Best Practices Research Analyst

Frost & Sullivan’s research identifies that endpoint security is an important building block for any mature cybersecurity framework.¹ Organizations utilize on-premise endpoint solutions to prevent breaches onsite. However, in 2020, the number of employees working remotely increased drastically, driving the need for cloud-based endpoint security solutions. This sudden shift in daily employee work environments unveiled more security gaps and device compromising attacks from cybercriminals trying to steal

company data and employee credentials. Security solutions that protect smart devices often leave confidential data easily accessible. In addition, organizations are spending more on endpoint security solutions to battle the uptick in ransomware, malware, and phishing attacks.²

Legacy endpoint security products are expensive, complex, and ineffective as many sophisticated attacks in a company’s traditional network become common. Established networks and endpoint security solutions bring complexity because multiple layers need protection. Should one layer experience an

¹ *Disruptive Technologies will Drive the Growth of the Indian Endpoint Security Market* (Frost & Sullivan, January 2021)

² Ibid.

attack, the other network system layer becomes vulnerable to compromise. Having multiple on-premise endpoint solutions seems ideal for companies to invest in; however, this leads to security agent (software) bloating and causes on-premise inflexibility, resulting in higher management costs. Agent bloat makes securing networks more challenging to manage and mitigate issues. Additionally, with more endpoint solutions and agents (controls and applications) added, functionality becomes ineffective, causing endpoint complexity issues that make finding breach locations difficult. Enterprises now realize the inadequate protection from most on-premise services as the shift towards the cloud continues. Frost & Sullivan realizes the challenges with on-premise endpoint solutions, monitors the market to identify companies that are best at addressing these obstacles, and recognizes CrowdStrike as an industry leader.

Achieving Cyber Resilience in the Cloud

Founded in 2011, CrowdStrike is a cybersecurity technology company specializing in developing next-generation endpoint cloud-based security solutions. The company addresses key customer demands, including cost savings, deployment flexibility, and efficiency, differentiating it from the competition. CrowdStrike Falcon (Falcon) is the company's leading endpoint protection platform designed as a single agent that eliminates software bloat and manages all information technology and cloud-based security, providing customers with efficiency, simplicity, and low overhead costs. The company identifies Falcon as the first cloud-native workload protection platform. The solution is ideal for mid- to large-size corporations with security operation centers. Falcon's size is less than 40 megabytes, compared to other 1 gigabyte units that hinder network performance. The platform uses cloud-scale artificial intelligence (AI) and runs on the company's Threat Graph database backed by cutting-edge smart-filtering technology. Falcon matches roughly one trillion endpoint-related global events per day in real-time and gets smarter as it filters consumer data.

Therefore, customers benefit from the platform's technology by having a protection system that constantly improves itself, increasing the system's overall performance, providing instant time-to-value effectiveness, and sharing information with existing security software in use. CrowdStrike focuses on the user experience, and, because of Falcon's advanced AI capabilities, the company services businesses of all sizes. Customers log in using an Internet browser with access to every investigation option showing reports and alerts via a user-friendly dashboard to remediate host systems swiftly and prevent breaches.

Enabling the Customer Experience

CrowdStrike offers multiple price ranges, enabling customers to pick which products work best for their applications. The platform is available on a "per endpoint per month" price range starting at \$8.99 a month. CrowdStrike's purchase plan offers customers access to Falcon's Prevent module; a comprehensive module that protects against malware and malware-free attacks while a network system is online or offline.³ The company enables flexible deployment allowing customers to choose modules by either purchasing them as bundles or buying individual suites. CrowdStrike reports rapid global

³ <https://www.crowdstrike.com/endpoint-security-products/falcon-prevent-endpoint-antivirus/crowdstrike-falcon-prevent-faq/>

growth as customer subscription satisfaction rates increase because of its overall services and cost-effectiveness, recording 2,915 new subscription customers in 2020.

Building Future Growth

CrowdStrike total revenue was \$380.1 million in the third quarter fiscal 2022, a 63% increase, compared to \$232.5 million in the third quarter of fiscal 2021. The company's global customer base now consists of 63 Fortune 100 companies and 234 Fortune 500 companies. CrowdStrike's customers span various industries, including manufacturing, food and beverage, education, information technology, government, and financial, and 14 of the top global banks. The company saw a 93% revenue increase from fiscal 2019 to fiscal 2020, acquiring \$481.4 million.⁴

“CrowdStrike’s growing customer base shows promising customer retention rates thanks to its visionary innovation and customer-centric approach.”

- Steven Lopez, Best Practices Research Analyst

New developments include launching its Falcon Spotlight™ App used for security operations to provide real-time endpoint vulnerability data and patch validation that prioritizes responses to workflows with the integration of ServiceNow software. The company expanded Falcon's capabilities by enabling workload visibility from the Google Cloud Platform and Microsoft Azure, enabling a comprehensive scope throughout public cloud environments.⁵

The company focuses on serving its customers in Japan, Australia, Singapore, and India and expects strong business growth in New Zealand, Taiwan, Hong Kong, and Thailand. CrowdStrike's growing customer base shows promising customer retention rates thanks to its visionary innovation and customer-centric approach.

⁴ <https://www.crowdstrike.com/press-releases/crowdstrike-reports-fourth-quarter-and-fiscal-year-2020-financial-results/> (Accessed August 2021)

⁵ Ibid.

Conclusion

Legacy networks use on-premise solutions designed to catch and remediate cyber breaches; however, these solutions are inadequate and cause problems down the line for enterprises trying to manage and establish effective endpoint security practices. On-premise traditional networks utilize multiple protection layers that lead to ineffective protection, countering the idea that more is better. As more systems move towards cloud-based environments, this shift requires a single platform that lowers costs, limits data complexity, and mitigates multiple software use. CrowdStrike provides a next-generation endpoint security platform called Falcon that provides effective reporting to stop breaches before they compromise network systems and extract important business information. Falcon is a single solution that manages all information technology and security information in the cloud, both private and public. The solution is compact making it easy to deploy and integrate with existing security tools. In addition, the platform is cost-effective, efficient, and seamless to operate. CrowdStrike continually improves its platform with enhancements, applications, and capabilities. The company maintains its focus to stop breaches and keep customers secure with a solution for the future of endpoint security. CrowdStrike's market-leading performance with revenues and customer satisfaction is proof that it has the potential to reach new milestones on its journey towards helping companies achieve cyber resilience.

With its strong overall performance and visionary innovation, CrowdStrike earns Frost & Sullivan's 2021 Asia-Pacific Company of the Year Award in the endpoint security industry.

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

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

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 Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled 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:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

