Forcepoint Recognized as the

2021

Company of the Year

Asia-Pacific Data Loss
Prevention Industry
Excellence in Best Practices

Forcepoint

FROST & SULLIVAN

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. Forcepoint excels in many of the criteria in the data loss prevention space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
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

Recognizing the Challenges in the Data Loss Prevention Industry

"Forcepoint serves industries that include government, finance, critical infrastructure, and healthcare by helping customers to strengthen networks, remain compliant with real-time risk responses, secure missions using battle-tested security, and protect individuals' personal information while at the same time building trust."

- Steven Lopez, Best Practices Research Analyst

Frost & Sullivan's research finds that legacy data loss prevention (DLP) applications are difficult to manage since they are complex, lack accuracy, and return a high volume of false alarms.[1] Storing business assets, such as customer and employee records, intellectual properties, and payment information, is a challenge for organizations to manage, given where the data ends up. Most of an organization's data stores within on-premise servers, data centers, and the cloud, making protection inefficient. Protecting these assets from unauthorized access is one of the key focuses for any security strategy. Enterprises rely on DLP solutions to ensure that critical asset data remains secure and accidental data loss is preventable during security breaches or attack attempts. Legacy DLP solutions are outdated and often difficult to manage since these solutions make workflows more complex.[2] Data protection can get in the way of business productivity, and as organizations work to increase data security, the industry still faces challenges.

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[1] *Growth Opportunities In Ai- And Cloud-Based Security* (Frost & Sullivan April 2021)
[2] Ibid.

The expanding cyber-attack landscape makes protecting data more complex than ever before. Organizations must maintain regulations and protection against attacks while also eliminating risk exposure. While many information technology systems operate on-premise, the gradual shift towards working in the cloud has since increased the adoption for cloud-based applications, hybrid cloud environments, and employees using devices remotely. As organizations operate within the cloud, the attack landscape extends even further, making sensitive and critical data vulnerable and difficult to protect. Security teams' traditional approaches to preventing data loss (find, catalog, and control the data) are no longer practical. With employees working remotely since the start of the COVID-19 pandemic, legacy DLP methods remain inadequate, and enterprises recognize that employees are the most significant variable in empowering data security.

To meet this new level of security, organizations require a solution that addresses the human-centric risks involved with cloud-based environments and enhance user interaction visibility with data and applications. Complying with global data security regulations is a challenge for enterprises moving to cloud-based applications and managing remote work. Integrated DLP offers some protection; however, changing to a cloud-based environment provides security teams with added complexity and increased costs. The need for an enhanced DLP platform to function within cloud-based environments, increase global compliance, enable people to protect data effectively, advance detection and control methods, and respond and remediate risk will enhance an organization's visibility between its employees and data.

Safeguarding End-user Activity and Establishing Data Visibility

Founded in 1994, Forcepoint develops products that empower organizations to enhance their business operations while automating routine security tasks. The company provides a unified cloud-centric platform that safeguards users, networks, and data. The platform eliminates any inefficiency involved in managing multiple point security products simultaneously. With headquarters in Austin, Texas, Forcepoint serves industries that include government, finance, critical infrastructure, and healthcare by helping customers to strengthen networks, remain compliant with real-time risk responses, secure missions using battle-tested security, and protect individuals' personal information while at the same time building trust. Forcepoint DLP allows organizations to secure their data and manage operation productivity. By making data security seamless for companies, Forcepoint DLP brings unified policies, quick user risk response, and automation to the forefront, making these offerings the company's focus to provide customers with frictionless data security. Additionally, the company's DLP platform helps security teams protect against attacks and breaches from outside the organization and recover from any accidental data loss. A key differentiator with Forcepoint DLP is its human-centric approach that uses behavioral analytics to enable a more robust targeting system and identify high-risk individuals and their activities specific to their organization's data. Automation highlights the platform's offerings and eliminates any bottle-necking from configuring and fine-tuning valuable threat information.

Forcepoint allows organizations to maintain compliance and regulations. It does this by having approximately 370 out-of-the-box policies that enable the company to cover and accelerate standard compliance regulations for any size corporation, making the platform deployable and efficient. The company's platform secures sensitive customer information by regulating data to prove ongoing

compliance continually. Frost & Sullivan commends Forcepoint for enabling companies to protect their data from endpoint to the cloud with its robust DLP platform.

Implementing Best Practices and Enhancing the Customer Experience

Traditional pricing models are complex, costly, and often require customers to license separate endpoint security products (firewall and web gateway).[3] The company's Forcepoint Advantage, a new enterprise licensing program, modernizes the industry's pricing model by offering an unlimited consumption subscription model. This pricing strategy provides organizations a cost-effective and flexible security subscription that is comprehensive and helps them grow and fund their digital transformation.[4] The company is steadfast in its user-centric, risk adaptive approach that makes its platform sought after compared to other cybersecurity DLP solutions in the market. Typically, large organizations require extensive bandwidth capacities for large DLP implementation projects.

Forcepoint notes that companies choose it based on its quick product development strategies. Before finalizing a contract, Forcepoint works with relevant departments and develops a specific business case that shows the potential benefits it will bring to an organization's security team, e.g., instead of selling just any DLP solution, Forcepoint understands the user's activity monitoring methods, real-time responses, and the risks involved in developing adequate protection. In January 2021, the acquisition of Forcepoint by Francisco Partners helped the company create synergies with other technology in the buyer's portfolio that enables Forcepoint to provide customers adequate support continually and add greater threat removal functionality.[5]

> *"The company's platform secures sensitive customer information by regulating data to prove ongoing compliance continually. Frost & Sullivan commends Forcepoint for enabling companies to protect their data from endpoint to the cloud with its robust DLP platform."*
>
> ***- Steven Lopez, Best Practices Research Analyst***

The company's cloud-first and hybrid-ready approach supports on-premise and cloud environments, allowing customers to adapt to the cloud transition at their own pace. Many organizations in the Asia-Pacific (APAC) region operate 80% of DLP solutions on-premise; however, these organizations have cloud extensions that allow them to adapt to cloud and hybrid environments using Forcepoint. As the company recognizes growth in APAC and envisions the future, its focus is on customer expansion in Australia, New Zealand, and Japan. Forcepoint believes that technology is only one piece of the challenges faced with legacy DLP solutions; therefore, it ensures that the user experience is as beneficial as its DLP platform. Forcepoint continues to lead the user-centric risk-adaptive approach that is popular across cybersecurity solutions, enabling organizations to establish efficient and secure business operations.

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[3] https://www.forcepoint.com/newsroom/2020/forcepoint-modernizes-cybersecurity-industry-pricing-new-unlimited-consumption
[4] Ibid.
[5] https://washingtontechnology.com/articles/2021/06/16/forcepoint-deep-secure-acquisition.aspx

Conclusion

Data loss prevention (DLP) is changing rapidly as more organizations seek hybrid DLP solutions to secure data and manage operation productivity effectively. The DLP industry faces challenges with inadequate legacy solutions designed only to protect on-premise systems. The shift from on-premise to cloud environments requires solutions to manage and efficiently secure a business' critical asset data such as employee records, intellectual properties, and payment information. Forcepoint's industry-leading platform secures data as it moves throughout hybrid cloud environments. The company's DLP platform helps security teams protect against attacks and breaches from outside the organization and recover from any accidental data loss. Forcepoint DLP offers a human-centric approach that uses behavioral analytics and automation, enabling a more robust targeting system monitoring high-risk individuals and their activities.

With its strong overall performance, product innovation, and customer-centric approach, Forcepoint earns Frost & Sullivan's 2021 Asia-Pacific Company of the Year Award in the DLP 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™. 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:

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