

FROST & SULLIVAN

*TENABLE*

**2022**  
**TECHNOLOGY**  
**INNOVATION**  
**LEADER**

*NORTH AMERICAN INDUSTRIAL*  
*CYBERSECURITY INDUSTRY*

## 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. Tenable excels in many of the criteria in the industrial cybersecurity space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

### ***Commitment to Innovation, Creativity & Application Diversity***

Cybersecurity attacks have increased both in frequency and sophistication, and attacks are increasingly starting on the IT side and moving over to OT. These attacks are no longer on just critical infrastructure (such as electric utilities/power generation and oil & gas); different industrial organizations have become frequent attack targets for both apolitical and financially motivated reasons. These attackers are using advanced AI and ML techniques to launch sophisticated attacks. For example, the SolarWinds attack, a cyberattack on a Florida water treatment plant, an attack on meat processor JBS, and most recently the Colonial Pipeline attack in May 2021 have all put industrial cybersecurity on the map and attracted media and government attention. Basic security protection talks have evolved into strategic discussions for the C-suite as a result. Industries that lagged in Operational Technology (OT) security (such as manufacturing, transportation and logistics, and water) now understand the need for more comprehensive cybersecurity protection. Without comprehensive OT security, both critical infrastructure and industrial organizations can easily introduce new attack surfaces and vectors and put their rapidly evolving OT infrastructure (because of major upgrades) and operations at risk.

Tenable has designed Tenable.ot to specifically deal with OT security. One of the bets Tenable made early on is that there will be IT-OT convergence and rapid Industry 4.0 technology adoption that will introduce operational efficiencies and cost savings alongside organizational security risks. Tenable was right, as Frost & Sullivan finds that an increasing number of organizations are converging their IT and OT environments and are adopting Industry 4.0 technology. In some cases, even organizations that are not

mindfully converging IT-OT are seeing accidental convergence. For example, if an employee brings a thumb drive or computer into the OT environment they have just converged the environments. With IT-OT convergence and Industry 4.0 in mind, Tenable (who is well known more as a vulnerability management company) acquired Indegy in 2019—a company that was specifically focused on industrial cybersecurity. This acquisition enabled Tenable to launch Tenable.ot, a solution that operates from a unique converged IT-OT security perspective and provides full visibility and deep situational awareness across an organization’s converged IT-OT environment.

Frost & Sullivan finds that visibility, security, and control across entire operations are the 3 key pillars needed to roll out industrial cybersecurity in a meaningful way. Visibility is critical because, in many instances, organizations do not know what they have in their OT environment. Without visibility, organizations cannot effectively implement security and if organizations do not have security, then they cannot have effective control processes. This is where Tenable excels. Tenable provides all the solution components and security tools for comprehensive OT security—Tenable.ot offers full visibility, asset management, threat detection, and vulnerability management and configuration control.

**Complete Visibility:** Frost & Sullivan finds that different companies are at different stages of the visibility, security, and control model and Tenable helps customers know where they stand. Many companies do not know what is in their OT environment because the typical attitude has been “set it and forget it.” This has led to many instances where companies thought they decommissioned an OT product that is still in operation. In addition, OT environments do not get maintained as frequently as other environments because one cannot simply shut down an OT product to do maintenance when

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*- Sankara Narayanan,  
Senior Industry Analyst*

there are vulnerabilities. Therefore, many organizations do not do vulnerability scanning as often as they should. Because OT environments include OT products and IT products, organizations need to more thoroughly build security around all their assets. Frost & Sullivan finds that Tenable enables organizations to gain this situational awareness by providing complete visibility into a converged attack surface. A function of Tenable.ot is its ability to look at all of the different OT, IT, and IoT

assets across an environment, which Tenable can then group according to work station, controller, site, make, and model and also show their communication paths.

In an effort to provide complete enterprise visibility, Tenable.ot collaborates and integrates with the rest of Tenable’s product portfolio (such as Tenable.io and Tenable.sc). It also collaborates and integrates with IT security systems, tools and technologies from other leading companies (such as SIEM, SOAR, next-generation firewalls, and diode-based firewalls). To this end, Tenable integrates with other products from varied market vendors. Such integrations ensure full visibility, security, and control across converged operations. Providing real-time visibility of everything at all times allows Tenable to provide security and control regardless of whether an employee is in the office or some other location. Its full situational awareness secures entire operations from any current threat.

**Threat Detection:** Tenable.ot's multi-detection engine identifies high-risk events. It also performs policy violation detection, predefined policy enforcement, anomalous behavior detection, and signature tracking. Its contextualized alerts help users quickly respond to and mitigate threats impacting industrial operations.

**Vulnerability Management:** Tenable generates vulnerability priority rating (VPR) scoring, which authorized personnel can use to quickly identify the vulnerabilities and highest risk levels for priority remediation/mitigation before attackers can exploit them.

**Configuration Control:** Tenable.ot's configuration control notes and tracks whenever user-executed configuration changes happen in an OT environment. Administrators can take a backup snapshot anytime there is a change and can go back to that last known good state for faster recovery and for audit capabilities.

**Comprehensive Asset Management through Active Querying:** Frost & Sullivan research indicates that network monitoring alone is not enough to provide all relevant information needed to ensure complete OT visibility or security and to gain deep insights and situational awareness into an entire infrastructure. This is because performing network monitoring alone can miss crucial device-based data and create a blind spot in the environment. The ability to truly see what is happening both at the network and at the

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device level is important in order to deal with some types of attacks, such as attacks on colonial pipelines and the JBS meat processor. To this end, a big differentiator for Tenable is its active querying technology (which it patented 4 years ago). Rather than just looking at the network, this technology safely and effectively queries devices in their native language (without disrupting them or industrial operations), gathers far more than solely network monitoring information; identifies devices that do not communicate on a network

and reveals the details on the health of each device. Frost & Sullivan finds that the industry is pivoting towards convergence and ecosystem of trust.

Most ransomware is actually a misconfiguration or threat on an active directory. Once they get into the active directory, attackers could raise privileges to perform malicious OT actions. This lateral creep of attacks is increasingly frequent and is the reason that partnering with companies from different backgrounds and are the best of breed in each security area is so important. To this end, Tenable.ot works with Tenable.ad to identify active directory misconfigurations and threats to stop ransomware attacks in OT environments. In addition, Tenable.ot integrates with IT security tools from other companies to create a best-in-class ecosystem of trust. Industrial companies can leverage Tenable's ecosystem of trust. Frost & Sullivan finds that Tenable, by integrating with other vendors (i.e., being able to integrate beyond its own product line with security products from other vendors), can now be part of an organization's bigger security strategy. This is because Tenable leverages an organization's entire security infrastructure and its existing security investments.

Overall, Frost & Sullivan applauds Tenable's comprehensive OT cybersecurity solution components and chief among these offerings are its patented active querying technology and ecosystem of trust.

### ***Customer Acquisition, Financial Performance & Growth Potential***

Tenable's customers are spread across energy, oil & gas, manufacturing, healthcare, transportation, water, and building management systems.

Tenable started including other technologies, such as security for active directory, into the Tenable.ot security product. It acquired Alsid (April 2021) and Accurics (October 2021) and launched Tenable.ad to secure active directory environments. Tenable's ability to integrate its product line allows it to disrupt attack paths on the IT or OT side. This bigger vision has attracted many critical infrastructure and manufacturing sector customers of all types. Customers find Tenable appealing because it offers more security and more value from investments they have already made, all while offering more visibility. The company also made a conscious decision to offer anywhere access and anywhere security. Tenable's ability to deliver extended value propositions and integrate capabilities helps it grow quickly and expand into new markets globally, and its Indegy acquisition gave it a larger customer base and new opportunities. In addition, Frost & Sullivan finds that Tenable's recent closing of a \$425 million credit facility will position the company well for continued growth.

Although the pandemic basically brought the market to a halt in Q2 2020, Tenable noted that customers were not canceling their OT security budgets. They instead delayed some deployments or extended timelines because of COVID-19-inspired resource reallocation. To this end, Tenable saw a 24% revenue increase in 2020. Its 2021 strategic plans continue to get back on track and Tenable is hiring, developing new products and technologies, and expanding its international presence to keep up with its growth plans.

## **Conclusion**

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Critical infrastructures and industrial organizations need comprehensive OT cybersecurity that can provide visibility, security, and control in rapidly converging IT and OT environments. Tenable.ot successfully addresses this need by providing full visibility, asset management, threat detection, and vulnerability management and configuration control. Tenable enables organizations to gain situational awareness by providing complete visibility into a converged IT-OT attack surface. What further differentiates Tenable is its ability to create an ecosystem of trust. While Tenable integrates with the rest of its own product portfolio, it also collaborates and integrates with IT security systems, tools, and technologies from other leading companies. Tenable can now be part of its customer's bigger security strategy and its customers can get more value from investments they have already made. Tenable's patented active querying technology enables organizations to see what is happening both at the network and at the device level. Frost & Sullivan is impressed that Tenable's comprehensive, unified IT-OT security can now stop lateral creep of attacks from happening in converged OT infrastructures that require protection beyond OT. For its strong overall performance, Tenable is recognized with Frost & Sullivan's 2022 North American Technology Innovation Leadership Award in the industrial cybersecurity market.

## What You Need to Know about the Technology Innovation Leadership Recognition

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Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

### Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, 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:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention



## 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)**

