FROST & SULLIVAN

CoreStack

2022
COMPETITIVE STRATEGY LEADER

Global Hybrid Cloud Management Platform 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. CoreStack excels in many of the criteria in the hybrid cloud management platform space.

AWARD CRITERIA

Strategy Innovation	Customer Impact
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Hybrid Clouds Increased in Importance During COVID-19 Pandemic

In the wake of a waning pandemic, businesses are reviewing and rethinking their cloud and digital transformation initiatives, to ensure that they are adequately prepared for new ways of working and interacting with customers. In order for applications and data to be accessible to any employee that needs them, more businesses are accelerating their cloud migrations, and integrating several different types of IT infrastructure and services, enabling applications and data to be placed close to the employees that need them.

This leaves the enterprise IT director with the challenge of managing a variety of infrastructure environments and deployment models. Of the businesses that Frost & Sullivan surveyed, 56% are concerned about deploying apps across multiple IT environments, while 41% have repatriated apps from the cloud because of "challenges managing or optimizing workloads or data." Vendors of cloud infrastructure and IT management software have brought to market potential solutions: hybrid cloud management platforms. Such platforms have been designed with the ability to manage the resources of multiple deployment models and environments—physical and virtualized machines based on-premises or in the cloud; and, in some cases, containers—through a single enterprise management portal. The platforms offer visibility across an enterprise's total IT environment; control to change the environment as needed to meet business needs or objectives; and, in many cases, automation and predictive analytics that learn how the environment operates, allow the setting of appropriate thresholds, or make intelligent change recommendations that will optimize the efficiency of the hybrid cloud.

Today, cloud providers are enhancing their management platforms in a way that streamlines infrastructure tasks via repeatable processes, decreased human intervention, and increased automation. They are also integrating support for microservices architecture as well as data management. Additionally, as Environmental, Social and Governance (ESG) indexes and investing becomes more popular, businesses want to manage their digital assets in a way that is sustainable as well as profitable.

In the hybrid cloud market, CoreStack has differentiated itself from the market by approaching cloud management differently from competitors, with features and functionality in its platform or roadmap that will offer significant, new benefits to customers.

The CoreStack Focus on Governance-First Helps Improve Cloud Management

Unlike competitors, CoreStack approaches hybrid cloud management by first tackling governance of resources in the environment. Governance, as CoreStack defines, is the strategic task of proactively ensuring the success of an organization by creating rules, frameworks and processes.   Management, on the other hand, is reactive because it deals with issues by mitigating and resolving issues as they occur.

"By shifting the management approach to focus on governance first, CoreStack is recognizing the security risks that continue to intensify and their potential to disrupt and jeopardize the business. The platform also converges aspects of operations management with security and governance and streamlines them into a single platform."

- Karyn Price
Industry Principal, ICT

Using advanced artificial intelligence operations (AIOps) functionality, the CoreStack platform seeks to apply consistent, automated governance to hybrid cloud Operations, Security, Cost, Access, and Resources (which CoreStack terms OSCAR). The platform seeks to address the security and consistency of all Dev/Ops processes *before* workloads are deployed, in order to ensure that security and compliance issues are less likely to arise during the transition to production. By shifting the management approach to focus on governance first, CoreStack is recognizing the security risks that continue to intensify and their potential to disrupt and jeopardize the business. The platform also converges aspects of operations management with security and governance and streamlines them into a single platform.

CoreStack leverages AI to provide efficient cloud governance. The platform uses multiple machine learning algorithms and natural language programming (Conversational Governance) to forecast, predict, recommend and identify anomalies. While CoreStack, like its competitors, covers cloud operations, it also does financial operations (FinOps), and security operations (SecOps). The platform provides a well-architected framework for governance and management that can be extended to nearly any environment a customer wishes to monitor. CoreStack is also working to quantify management and governance by providing customers with an overall environment health score, as well as proactive recommendations to help businesses improve their score.

Among all providers interviewed for the Frost & Sullivan Hybrid Cloud Management Platform Radar, CoreStack is the first to have sustainability initiatives in the platform roadmap. Since ESG indexes are exploding and businesses making meaningful strides in ESG initiatives are winning in today's market, such strides are key for market leaders. CoreStack is currently developing a complete sustainability pillar to

integrate into the platform. The sustainability pillar will also quantify a customer's sustainability "health" and make recommendations for improving the metric. It will also allow IT to create policies to help ensure sustainable practices, and ensure that internal stakeholders deploying infrastructure comply with those policies.

Flexible Go-To-Market Model Enables Partnerships, Lets Customers Subscribe through Trusted Providers

CoreStack touts the partner-friendly model that it has adopted. The company partners with several cloud providers, including AWS, Google Cloud Platform, Microsoft Azure, and Oracle Cloud. TenCent is also under evaluation to be added in 2022. Company leaders state that customer demand drives all partnership decisions; CoreStack seeks to be "friendly" to any partners that a customer would like to work through. New partners, including managed service providers (MSPs) and global service integrators (GSIs), around the world are evaluated and added as customer needs dictate. This also gives customers the comfort of having their chosen, trusted provider able to implement and support the CoreStack platform if the customer chooses to purchase through a partner.

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CoreStack Executives Aligned on Megatrends to Drive Strategy, Growth

CoreStack executives are well-aligned on corporate strategy, and remain strictly focused on business megatrends to help drive the strategy for their platform, and in turn, growth. The company is making significant investment into high-growth, megatrend-based enhancements to its platform, including research & development (R&D) around AI, optimization impact metrics, 5G and sustainability. While Corestack does not report revenues as a private company, independent sources report strong year-over-year revenue growth of more than 300% in the last year. These megatrend-focused investments will help CoreStack continue its strong growth in the years to come.

Conclusion

CoreStack has developed a robust hybrid cloud management platform that addresses not only management, but governance as well. The company is also at the forefront of the sustainability movement within the hybrid cloud space, as the first to begin development of a sustainability pillar within its platform. With its strong overall strategy and performance, CoreStack earns Frost & Sullivan's 2022 Global Competitive Strategy Leadership Award in the hybrid cloud management platform market.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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

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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)**