

FROST & SULLIVAN

SENHASEGURA

2022
CUSTOMER
VALUE
LEADER

LATIN AMERICAN PRIVILEGED
ACCESS MANAGEMENT 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. senhasegura excels in many of the criteria in the Privileged Access Management space.

AWARD CRITERIA	
Business Impact	Customer Impact
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Diverse Capabilities Enhance Relevance of PAM Solution for a Broad Client Base

São Paulo based senhasegura is a leading cybersecurity firm that focuses on the privileged access management (PAM) and certificate management lifecycle management markets. Founded in 2001, its mission is to ‘eliminate privilege abuse in organizations around the globe and build digital sovereignty’.

“The holistic approach to identity combined with a focus on PAM accentuates benefits for customers that stem from senhasegura’s ability to offer centralized machine identity management, including privilege access. This integrated approach improves customer experience by reducing user friction and encourages greater adoption by organizations.”

**- Deepali Sathe,
Senior Industry Analyst**

Utilizing a single PAM solution called the 360 privilege platform, the company aims to unify human and machine privileged access. senhasegura’s capabilities extend across discovery, management, and tracing of all the privileged accounts in multiple environments and delegating privilege actions.

senhasegura offers an integrated all-in-one solution, where identity is first assured via governance and identity management certificates. This is followed by complete management of human and machine privilege access including third party end points, and ultimately an audit where changes are examined to

ascertain any alterations during privilege access sessions. Features such as real time analysis, automation of appropriate machine access, and just-in-time access enhance operational efficiency. The holistic approach to identity combined with a focus on PAM accentuates benefits for customers that

stem from senhasegura's ability to offer centralized machine identity management, including privilege access. This integrated approach improves customer experience by reducing user friction and encourages greater adoption by organizations.

senhasegura offers a platform that is capable of meeting clients' existing needs, has the potential to adapt to future requirements, and ensures a low total cost of ownership. With partners in 55 countries, senhasegura is well positioned to support both companies that are looking to expand into the LATAM market, as well as companies in the region that want to expand globally. Additionally, senhasegura is leveraging the AWS marketplace, with plans to include Google Cloud Platform (GCP) and Azure to further extend its customer reach.

Some of the other developments that have helped senhasegura to acquire more customers include:

- In 2019, senhasegura launched a SaaS version of the product for small and medium enterprises.
- In 2020, it launched new offerings to meet customer demand for SaaS and subscription business models, enabling access to new markets.
- The company deploys multiple sales channels, including indirect sales to reach customers in regions where it does not have a presence.
- It acquired Quickium, an artificial intelligence company with experience in Internet of Things and AI for OT environments. The intention is to strengthen behavior analysis features in its PAM products and enhance authentication methods. This acquisition has been a significant contributor to senhasegura's plans to offer advanced features related to user behavior that go beyond reporting, such as AI Keystroke Dynamics Identity (KDI).

Innovation Beyond Technology to Augment Customer Experience

In addition to launching tools and features as part of its PAM solutions, senhasegura offers training to ensure that companies are able to quickly and effectively implement and benefit from the new capabilities. Another area of focus in recent months has been to ensure that customers are able to adapt quickly in the remote working scenario with cost-effective and quickly configurable solutions. The newly launched 'Domum - Remote Access' is a client-less and VPN-less remote access solution that is easy to configure. It can govern and audit employee and 3rd party contractor remote access. It is integrated into senhasegura's core PAM platform to leverage all pre-existing integrations and capabilities in the platform such as Active Directory's user synchronization and authentication, multi-factor authentication, and user behavior analytics. senhasegura utilized its Customer Advisory Board (CAB) program, which helped to identify the client's critical needs. This was followed by beta testing to drive development of relevant capabilities. senhasegura has also focused on easy deployments of SaaS PAM services and faster purchase cycles with simplified pricing to ensure that customers already struggling due to COVID-19 related challenges, including budget constraints, are not further inconvenienced. senhasegura's pivot to ensure that its focus remained on the most important needs during the pandemic displays a deep commitment to continuous value addition and a culture of maintaining long term relationships with customers. With the increasing maturity of the PAM industry and escalating demand, customers are looking for advanced PAM capabilities such as solutions for

cloud, DevOps and application-to-application password management. senhasegura's in-house development team devised a solution, in response to a leading LATAM online retail company's request for DevOps protection. Similarly, the increasing number of endpoints has led to greater demand for privilege elevation and delegation management capabilities. Customers are also opting for SaaS options across products. Another example of the company adjusting its offering to meet client demand is senhasegura express SMB. This solution enables small and medium enterprises to implement PAM capabilities quickly, at a reduced price and with limited functionalities. Working with managed security service providers (MSSPs) allows it to reach a higher number of customers, especially those that prefer to source their technology from a single vendor. This recently launched initiative is expected to provide greater visibility and brand recognition as senhasegura's network of MSSP partners expands.

In addition to the focus on technology, which is at the core of its PAM offerings, senhasegura has been developing processes to strategically align with customer needs. Different departments within the company work together to define competencies that help the leadership team and employees to understand, monitor and measure performance. Going beyond tools and techniques such as formal feedback surveys and NPS scores, the company uses a range of parameters to measure customer satisfaction and experience – these include success, effort, and emotion. The aim is to ensure success for customers with minimum effort and maximum satisfaction. The company also utilizes public forums to understand customer perceptions. Similarly, feedback across various touch points in the customer journey are collated and converted into concrete metrics that are harnessed to improve processes and products. In one of its newer initiatives, senhasegura has improved its UI to enhance customer engagement by making knowledge sharing more intuitive. The company uses short videos to address FAQs and customer complaints, rather than raising tickets to solve problems, and has received positive feedback from customers. senhasegura has put in a lot of effort over the years to develop systems that ensure its employees understand the importance of customer experience management via training, identifying competencies, and incorporating customer feedback into the process.

Conclusion

senhasegura is based in LATAM; it is in a unique position to help companies that are looking to expand in the LATAM market, and those that are in the region but planning to expand globally. Its strong partner network enables access to a wide customer base. In addition to its technology, the company has established processes aimed at improving the customer journey. Its proactive approach has helped senhasegura to consistently make improvements to customer experience, which is acknowledged in many public forums. With its strong overall performance, senhasegura earns Frost & Sullivan's 2022 Latin American Customer Value Leadership Award in the privileged access management (PAM) industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

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

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

