

# **BRIGHTCLOUD RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD**

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*Identified as best in class in the global cyber threat intelligence 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. OpenText excels in many of the criteria in the Cyber Threat Intelligence space.

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

### Ensuring Cyber Resiliency with Threat Intelligence Enrichment

Cyber threats are becoming more sophisticated and complex in nature; they are increasingly targeted and harder to detect, and are also more dynamic, damaging, and diverse in nature. In this context, organizations of all sizes and across all industry verticals need to shift to a proactive security approach – threat intelligence solutions offer a compelling option.

*“BrightCloud’s value proposition is based upon Artificial Intelligence and Machine Learning-driven operational threat intelligence. The company offers machine-readable Indicators of Compromise (IoCs), such as URLs and IP addresses, which are ingested into different security solutions to enable early detection of attacks.”*

**- Clara Dello Russo,  
Senior Research Analyst**

Cyber Threat Intelligence (CTI) is the collection of data, information, and knowledge about past, present, and future cyberattacks. Organizations that harness CTI have a better understanding of threat actor groups and their techniques, allowing them to be more prepared to deal with the ever-evolving threat landscape. CTI has many real-world applications and can be consumed in a variety of formats: in the shape of threat feeds, as intelligence reports, and even to enrich other security solutions.

OpenText, a Canadian-based global company specializing in information management, realized that CTI had great potential to enrich other networking and security solutions that needed to evolve and provide more value to users. When designing and updating its roadmap, OpenText evaluates both business potential and market requirements. By monitoring these aspects, the company uncovered a pressing need

for threat intelligence-enriched products. BrightCloud, the behind-the-scenes engine for its portfolio, allows security and technology vendors to enhance their cyber-resiliency through contextual, real-time, and highly accurate threat intelligence information. OpenText's focus is centered on helping customers detect, validate, and respond quickly to threats, thus minimizing damage and preventing data loss – BrightCloud is a key element for this mission.

### ***BrightCloud: A Key Ally for Security and Networking Companies***

BrightCloud's value proposition is based upon sixth-generation Artificial Intelligence and Machine Learning-driven operational threat intelligence. BrightCloud offers machine-readable Indicators of Compromise (IoCs), such as URLs and IP addresses, which are ingested not only into OpenText security products but also into other vendors' security solutions to enable early detection of attacks.

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OpenText's go-to-market strategy is primarily focused on networking and security OEM vendors that seek to integrate threat intelligence into their own solutions, such as Secure Web Gateway (SWG) and Next-Generation Firewall (NGFW). The company's OEM partners can access the desired data through an embedded SDK or through API calls as and when needed, thus providing extra value to their end customers.

BrightCloud is fed data from a huge network of distributed sensors (including customer devices and Webroot endpoints), giving it access to large amounts of data that provide visibility into malicious events. Consequently, BrightCloud can provide powerful,

automated, and real-time intelligence – enabling customers to benefit from high levels of efficacy and low false positives.

### ***A Trusted Brand***

Customers choose BrightCloud Threat Intelligence because of the breadth of its data: the company has analyzed over 4 billion IP addresses, categorized over a billion domains, and evaluated over 43 billion URLs since its inception in 2006. With this massive scale, BrightCloud can produce valuable threat intelligence, by correlating data and producing highly contextual insights on a daily basis. The company is powered by the sixth generation of Machine Learning algorithms, a clear proof of its extensive experience in threat detection.

Organizations of various sizes can benefit from BrightCloud Threat Intelligence, with pricing varying according to the type of customer, their footprint in terms of the number of endpoints, and the use cases they require. Moreover, OpenText's customers and partners benefit from a world-class customer support service that is always available. The combination of accessible pricing and a high-quality customer support experience strengthens customer acquisition processes, while also enhancing customer retention.

At present, BrightCloud's intelligence is integrated into more than 85% of security appliances sold in the enterprise market, with more than 140 security and technology leaders including F5 Networks and Citrix trusting the brand. As its existing customers expand their operations and continue to integrate threat intelligence into their solutions, BrightCloud has the potential for significant future growth – underlined by record financial performance in 2022.

## Conclusion

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With the ongoing evolution of cyber threats, there is increasing need for organizations to integrate threat intelligence into their security operations – this includes deploying security and networking products enriched with CTI. Through BrightCloud Threat Intelligence, OpenText can deliver exactly what cybersecurity companies and their customers need: predictive threat intelligence that enhances cyber-resiliency.

For its strong overall performance, OpenText is recognized with Frost & Sullivan's 2023 Global Customer Value Leadership Award in the cyber threat intelligence industry.

## What You Need to Know about the Customer Value Leadership Recognition

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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

## 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)**

