FROST & SULLIVAN

FORTRA

2022
COMPANY OF THE YEAR

GLOBAL
DIGITAL RISK PROTECTION 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. Fortra excels in many of the criteria in the DRP 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

A Visionary with a Leadership Focus

Headquartered in Eden Prairie, MN, Fortra (formerly known as HelpSystems) recognized the necessity of building a holistic cybersecurity portfolio encompassing best-in-class solutions in data security, infrastructure protection, and managed security services early on. With the recent acquisition of one of the leading digital risk protection (DRP) providers, PhishLabs, Frost & Sullivan analysts observe how Fortra is nicely expanding its ever-growing cybersecurity portfolio by extending its protection capabilities beyond the traditional security perimeter and complementing its email security, vulnerability management, and data protection solutions. Due to its highly innovative process, Fortra has become one of the leading DRP vendors in the market, experiencing steady growth rates over the last three years.

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>
> *- Martin Naydenov,*
> *Sr. Industry Analyst*

Built from the ground up as a DRP platform, PhishLabs offers numerous use cases, including brand, social media, email, account takeover, and data leak protection. The platform enables organizations to monitor a wide range of sources, such as surface, deep, and dark web, social networks, blogs, data feeds, and third-party feeds. The vendor's analysis engine combines human and AI/ML analysis to convert raw data into

tangible insights linked to an organization's external digital footprint.

Through strategic acquisitions of various security providers, including Alert Logic, Digital Guardian, Cobalt Strike, and PhishLabs, Fortra has grown to over 3,000 employees and 30,000 customers globally, amplifying its growth potential and solidifying its positioning as one of the leaders in the cybersecurity market. By integrating PhishLabs' DRP solution into its security stack, Frost & Sullivan notes that Fortra has properly expanded its threat intelligence team and absorbed years of DRP expertise; this acquisition enables the vendor to provide better intelligence, visibility, and protection to its customers.

Recognizing Mega Trends and Addressing Unmet Needs

Global digital transformation efforts, the rise of e-commerce, and remote work adoption have drastically increased the digital footprints of organizations over recent years, significantly amplifying the risk of external attacks. In addition, the Covid-19 pandemic caused many organizations to accelerate their digitalization processes, resulting in potential IT infrastructure vulnerabilities, shadow IT challenges, and increasingly complex ecosystems. The increased exposure on the external attack surface presents a low-hanging fruit for cybercriminals that use phishing websites to steal employee and customer information to sell on the dark web or penetrate an organization's IT infrastructure. Many organizations do not have the resources to effectively monitor their digital footprint beyond their traditional security perimeter without a designated digital risk protection solution. If not rapidly mitigated, fraud campaigns and brand impersonation attacks can ruin an organization's reputation, destroy digital trust, and lead to substantial financial loss.

Fortra recognizes that every minute counts when it comes to digital risk protection. As a result, it has streamlined the entire process - from threat discovery to mitigation. A client-focused approach, powered by its security research and customer success teams, enables the DRP vendor to recognize global mega trends and convert common industry pain points into tipping points to combat cybercriminals proactively. Most organizations' primary concerns are time restrictions, lack of resources, and alert fatigue. Aware of these overarching issues, Fortra utilizes sophisticated workflow automation capabilities and ML/AI algorithms to save customers valuable time and costs by filtering out the noise, reducing false positives, and increasing overall efficiency. Frost & Sullivan believes that Fortra strikes the right balance between human and machine analysis to provide its customers with contextualized alerts and convert raw data into actionable insights.

Revolutionizing the DRP Market Through Automation

Not all DRP solutions are cut from the same cloth. While many DRP vendors offer mitigation services, few can provide the same breadth of remediation capabilities, high takedown success rates, and short mean time to resolve (MTTR) as Fortra. DRP platforms provide significant time and cost savings by automatically initiating a takedown of fraudulent sites. However, the actual removal of a website can still be a lengthy process depending on the type of takedown. For example, every web host, social media platform, and online retail market has its own terms of service, point of contact, removal process, and proof requirements, complicating and delaying the overall mitigation process. In addition, the takedown success rate depends on numerous factors - one of which is the DRP vendor's relationships with local domain registrars.

Fortra has built trust and fostered strong relationships globally with local domain registrars over the years, offering a proprietary mitigation methodology that cannot be easily replicated by its competitors. By utilizing a combination of takedown APIs, kill switch integrations, browser blocking, and internal control capabilities, Fortra is streamlining the entire mitigation process and significantly reducing the MTTR. API integrations between the DRP platform and hosts enable Fortra to remove the human in the middle and automatically takedown most fraudulent content within seconds, saving customers valuable time and money. In addition, customers have the freedom to choose to what degree they want to be involved in the mitigation process by setting custom playbooks and workflows for each use case, type of takedown, and digital asset.

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Security that Pays Off: Fortra's Business Enabler Focus

Phishing and brand impersonation attacks have increased drastically over the last three years, creating their own set of challenges and financial consequences by negatively impacting organizations' revenues, destroying digital trust, eroding brands, and increasing customer churn. In addition, organizations may face hefty fines for breaking government regulations, such as GDPR, and experience a drop in stock prices in the case of a data breach.

Fortra is a business enabler for modern connected organizations seeking to protect their digital footprint beyond the traditional security perimeter. With Fortra's DRP offering, customers can monitor numerous sources in real-time and effectively mitigate external threats without investing huge sums in security operations teams. Equipped with sophisticated AI/ML, workflow automation, intuitive user interface (UI), and self-reporting/analysis capabilities, organizations can significantly cut their MTTR.

Frost & Sullivan stresses the point that digital risk protection is no longer just a cybersecurity issue; an effective takedown of a phishing site often requires the involvement of marketing, legal, IT, and compliance teams. Fortra's intuitive UI empowers cross-functional departments to collaborate more effectively by offering customizable dashboards and self-reporting capabilities, substantially boosting productivity across the entire organization. As a result, customers can streamline the entire process from threat detection to threat mitigation, significantly accelerating the takedown process from weeks to minutes.

Conclusion

Through recent strategic acquisitions, Fortra has expanded its global market presence substantially; the company increasingly offers a holistic security posture with best-in-class solutions across data security, infrastructure protection, digital risk protection, and managed security services. Fortra's acquisition of PhishLabs has further expanded its security capabilities and enables customers to protect their digital assets beyond their firewalls. The DRP platform provides customers with a unique vantage point of their digital footprint and empowers them to connect the dots between a vast amount of data points to gain actionable insights.

Fortra takes DRP to the next level with its proprietary mitigation methodology and workflow automation capabilities, bolstering digital trust in its customer's businesses with a positive, measurable ROI. With its strong overall performance, Fortra earns the 2022 Frost & Sullivan Global Company of the Year Award in the DRP 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)**