

FROST & SULLIVAN

*VERSA NETWORKS*

**2022**  
**ENABLING**  
**TECHNOLOGY**  
**LEADER**

*GLOBAL*  
*SECURE ACCESS SERVICE*  
*EDGE INDUSTRY*

## Congratulations!

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Frost & Sullivan is proud to present Versa Networks with this year's Best Practices Enabling Technology Leadership Award in the global SASE industry.

Frost & Sullivan's global team of Growth Pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this ongoing effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future and effectively address new challenges and opportunities. This approach involves the deployment of best practices and strategic analytics across a value chain. Against this backdrop, Frost & Sullivan recognizes Versa Networks for its outstanding achievement.

Frost & Sullivan reserves this recognition for companies at the forefront of innovation and growth in their respective industries. These companies consolidate their leadership positions by innovating and creating new products, solutions, and services that meet ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the envelope. Driving innovation and growth is a difficult task made even harder by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, recognition of Versa Networks' recognition stands even taller.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments. We wish you great success!

Sincerely,



Darrell Huntsman  
Chief Executive Officer  
Frost & Sullivan

## 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. Versa Networks excels in the SASE space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

### Industry Challenges

With the acceleration of digital initiatives, cloud adoption, and workforce mobility, the traditional approach of enabling access and backhauling traffic to a single data center location no longer meets the fast-changing business needs of today’s digital world. Users, applications, and workloads are hosted everywhere, in thousands of private and public locations worldwide, and sensitive information is constantly moving from branch locations, home offices, and thousands of remote users to private data centers and the cloud. In addition, users on different devices access these applications everywhere, across disparate locations worldwide, requiring diverse levels of security for each transaction. In the midst of this transformation, it is impossible to establish control using traditional security models and techniques.

To optimize business continuity and address evolving security challenges, organizations must completely transform their networking and security architecture to allow secure access with consistent policies, full control and visibility, and optimal connectivity for users, devices, and applications. The transformation should also help organizations reduce, or eliminate, their dependence on traditional wide area network (WAN) and appliance-based security architecture for a lower total cost of ownership (TCO), better performance, and an enhanced user experience.

To achieve these goals, network security and networking must be unified into a single solution that can be delivered anywhere, and this solution is SASE. SASE is an enterprise networking and security approach that unifies network and security services—including secure web gateway (SWG), cloud access security broker (CASB), data loss prevention (DLP), firewall as a service (FWaaS), and zero trust network access

(ZTNA)—with networking capabilities, such as software-defined wide area network (SD-WAN), intelligent routing, and content delivery network (CDN).

### ***Commitment to Innovation and Creativity***

Headquartered in the United States, Versa Networks (Versa) aims to remove the complexities of traditional hub-and-spoke networking, traditional perimeter-based security infrastructure, virtual private network (VPN), and point security solutions. Since its establishment in 2012, the company has dedicated itself to software-defined WAN networking (SD-WAN) and software-defined security to offer an end-to-end SASE solution that includes secure SD-WAN and SSE functions.

Versa is one of the few vendors in the SASE industry to offer a unified/converged SASE platform; its Versa Operating System (VOS) combines extensive SSE functions, advanced networking, full-featured SD-WAN, multitenancy, and sophisticated analytics, making it one of the most comprehensive SASE platforms in the industry.

Boasting management, orchestration, and analytics capabilities integrated with VOS, Versa provides enterprises with unified networking and security services in a single management platform. By combining networking and security, this modern and integrated architecture significantly decreases latency, improves performance, and mitigates security gaps when running multiple software stacks, service chains, or appliances, allowing users seamless and secure and anytime-anywhere access to applications and data hosted on-premises or in the cloud.

*“While traditional security vendors have re-architected or acquired separate network and security products and tried to package and sell SASE solutions in a disaggregated manner, Versa has developed its SASE platform from scratch with a unified/converged approach.”*

***- Anh Tien Vu,  
Industry Principal***

In contrast to traditional security vendors’ SASE offerings that are either re-architected or built from the acquisitions of multiple mature products and provided as point products (à la carte) or in the form of service chaining with other third-party solutions, Versa provides a unified, identity-aware, context-driven, and globally distributed software platform. The company’s SASE services are tightly integrated within a single software stack managed by a single pane of glass.

While other vendors’ security solutions usually rely on source and destination IP addresses and transmission control protocol (TCP) data to trust users and devices with application access, Versa’s SASE takes user, device, application, location, and device posture into context along with contextual security policies to validate and authorize application access. It uses the dynamic context of the user accessing corporate applications to understand the risk of the action being performed.

More importantly, VOS supports all network edges, from branch offices and remote and mobile users to IoT devices, data centers, and cloud environments. Versa’s SASE includes a globally distributed system of more than 90 points of presence (PoP) interconnected via an application aware, traffic engineered middle mile to form a global SASE fabric, which offer high-performance, low-latency services that support businesses of all sizes, regardless of location.

Versa is also committed to technology innovation and creativity, and it continuously invests in and makes technology enhancements to its security services, including Versa sandboxing infrastructure, DLP, CASB (Inline and API based), remote browser isolation (RBI), and domain name system (DNS) tunneling detection, which provide better threat protection, detection, and response capabilities. The company continues to focus on enhancing its platform by including Cloud Workload Security functions like Cloud Security Posture Management (CSPM), SaaS Security Posture management (SSPM) and Cloud Workload Protection (CWP). These comprise of cloud workload discovery, multi-cloud visibility, automated remediation of security vulnerabilities, and integrated identity-based micro-segmentation for data center workload protection with a hybrid agent-based and network-based approach for applications deployed on Linux hosts, Windows hosts, or Kubernetes. Frost & Sullivan applauds Versa's creativity to add CWP, CSPM and SSPM to its platform. Most of the company's competitors do not offer these functionalities or offer them as separate solutions. Versa has also added artificial intelligence/machine learning (AI/ML) to its software platform to boost anomaly detection, risk remediation, and automation.

Versa's SASE software platform can be deployed on-premises (available in physical appliance form factor or run on a low-cost x86 or white box servers), in the public cloud as a virtual appliance, or as a cloud service hosted and managed by the company or its service partners. SASE's on-premises deployment is an important competitive differentiator, particularly for customers in highly regulated sectors, such as banking, government, and healthcare, and in locations governed by strict data residency laws.

### ***Price/Performance Value***

Versa SASE solution comprises of an identity-aware fabric that spans across the initial ZTNA-based onramp for the users and devices, all the way to the workload, applications, and data, eliminating the need for the user and device to reconnect and reauthenticate. This helps organizations automate identity-aware and application-aware policy enforcement and threat prevention, while enhancing the user experience, particularly when remote users need to access workload, applications and data hosted in the cloud.

In addition, Versa offers a simple and transparent pricing model based on number of users, bandwidth, volume of logs, hosting, and sales volume (for service providers) that fits different customer types, from small businesses to medium-sized and large companies to service providers.

For instance, in the Per Authorized User model, customers can choose any combination of services (for example, ZTNA only, SWG only, or a bundled package) and can add SD-WAN connectivity from branches. Versa offers a flexible model that helps customers optimize cost with actual (concurrent) usage instead of maximum number of users registered in the system. With this model, customers can consume all SSE services (including ZTNA, SWG, CASB -inline and API based, DLP, NGFWaaS, UTM, AV, IPS/IDS, DNS security, , and malware detection) at an aggregate bandwidth level (1Gbps and 5Gbps, for example), giving them an opportunity to pack optimum users within a specified bandwidth, depending on the traffic profile. This allows customers to use Versa's fully integrated SASE solution with built-in SD-WAN and advanced security that can be consumed based on geographic locations' specific needs without paying for every user/seat.

### *Application Diversity*

Most of the company's SASE customers are from BFSI, retail/eCommerce, manufacturing, technology, services, healthcare and energy/oil and gas. This is a result of Versa's significant investments in its go-to-market (GTM) strategies to boost its brand name and customers' perception of its platform around the world. Most of these customers have a significant number of remote users that either reside in different branches and locations or work remotely in different geographies. Before using Versa's SASE solutions these customers faced multiple challenges, including the management of different networking and security devices, user management due to remote working requirements, demand for high-performance networking services and strong security capabilities, and new business requirements for a more agile and flexible networking and security architecture. With Versa's unified SASE platform, organizations have simplified their networking and security architecture. Customers in highly regulated industries, such as BFSI, service providers, and government, deploy the company's solution on-premises while meeting compliance requirements, such as data privacy, data residency, and data security. For companies that are highly digitalized and have a lean structure, Versa's SASE cloud services through its partner ecosystem to enable them to offload management overheads to focus on their business operations.

Versa has an extensive physical business presence across the world, with offices in the United States, European Union, the United Kingdom, SE Asia, India, Australia, and LATAM. The company has more than 2,000 channel partners, and it has established a solid ecosystem, especially with service providers, telecommunication operators, and system integrators. Versa has made substantial investments in its channel partner programs to expand its global customer base. It is a 100% channel-led business with more than 180 CSP/MSP/MSSPs, systems integrators and thousands of value-added resellers. The company's partnership with MSP/CSP/MSSPs plays an important role in driving its SASE business model across all regions as it allows it to scale its ability to reach a larger customer base by not only having these partners resell and support its SASE solutions but also integrate its SASE solution on top of end users' existing service platforms. Versa's focus on the channel partner ecosystem helps it expand its market presence and increase its perception and preference among global businesses. As a result, the company experienced tremendous growth of almost 102.6% year over year (YoY) in 2021, based on Frost & Sullivan findings, and it aims to maintain this momentum over the next 3 years. Versa is the second-largest vendor with an 18.1% SASE market share, and it is a preferred choice in terms of securing SD-WAN and SSE as it offers flexibility in deploying the converged SASE platform, either through on-premises, public cloud, or as a cloud-native service, while many other SASE solutions are offered only as cloud-based services or a combination of different components, including hardware and service production.

Organizations in North America are the largest adopters of Versa's solutions, contributing the biggest chunk to its SASE business with a 61.6% share, followed by EMEA with 21.8%. Although Asia-Pacific's (APAC) contribution is limited to 15.5%, adoption increased substantially in 2021 and 2022.

Versa continues to expand its market presence through its partners to increase win rate and market share in the large or very large enterprise segments, particularly among Global 2000 and Forbes 500 companies. It plans to increasingly focus on channel programs with service providers, managed security service providers (MSSPs), and system integrators to expand its SASE business coverage, with key global partners such as Dell, IBM, Verizon, DT, and GDT.

### **Customer Purchase and Ownership Experience**

While traditional security vendors have re-architected or acquired separate network and security products and tried to package and sell SASE solutions in a disaggregated manner, Versa has developed its SASE platform from scratch with a unified/converged approach. In contrast to the disaggregated/service-chaining approach which results in management complexities, security vulnerabilities and risks due to

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**- Anh Tien Vu,  
Industry Principal**

security policy gaps, and a poor user experience due to low performance and incompatibility, Versa provides a unified SASE solution platform that combines networking and security services integrated into a single operating system with all SASE components from a single vendor managed by a single pane of glass. The Versa Single-Pass Parallel Processing architecture efficiently delivers networking and security services. Versa solution provides full-featured SD-WAN, complete integrated security, advanced scalable routing, genuine multi-tenancy, and sophisticated analytics. Versa’s integration and design methodology drastically decreases latency, significantly improves

performance, and mitigates the security vulnerabilities introduced when running multiple software stacks, service chains, or appliances. Organizations can implement a single-policy repository that spans network and security policy, and a single data lake, ensuring effective threat protection with a holistic and integrated view of networking and security which results in simplified architecture to reduce management overheads and costs.

With the help of global and local partners, Versa offers comprehensive 7x24x365 support, managed and professional services for software and hardware, and global logistics support. It offers various onsite support services for deployment, delivery, and operations where it is authorized to conduct business. Versa also provides onsite professional services, resident engineers, and field support for its software, and it offers return to factory and advanced hardware replacement with smart hands capability in 160 countries, thereby boosting customers’ confidence when they purchase its solutions.

## Conclusion

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With the acceleration of digital transformation and the hybrid working environment continuing to stay, organizations are challenged to ensure the operational efficiency of their networking and security architecture, business agility, and enhanced user experience. As critical business applications and other resources are hosted and accessed from anywhere, anytime, using any device and connection, organizations find it difficult to secure critical applications and resources using traditional architecture. Poor user experience is another reason why organizations are shifting from legacy architecture to transformational solutions which address today's hybrid work environment and the movement of applications to the cloud.

Versa has committed itself to continued R&D activities for its SASE platform with more technology capabilities and services to make it one of the most comprehensive, integrated, and marketable in the industry. Support for flexible deployment also drives the growth of the company's software platform, particularly among highly regulated industries and countries governed by stringent data residency laws. Versa's unified approach to SASE and its strong focus on channel partner programs as well as its flexible and transparent pricing model helped it grow rapidly in 2021 and become the second-largest SASE vendor in the world.

With its strong overall performance, Versa earns Frost & Sullivan's 2022 Global Enabling Technology Leadership Award in the Secure Access Service Edge industry.



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

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Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Award Analysis

For the Enabling Technology 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

#### *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 fueled 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)**

