

LOGRHYTHM RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

*Identified as best in class in the
Asia-Pacific SIEM 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. LogRhythm, Inc. excels in many of the criteria in the SIEM space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
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

Strategic Effectiveness

Since 2003, LogRhythm has been enabling security operation center (SOC) teams to close security gaps, including insufficient depth and breadth of monitoring and lengthy time to respond, through its comprehensive and flexible security operations platform, technology partnerships, and advisory services. Most of LogRhythm’s customers are based in North America and Europe, followed by Asia-Pacific, the Middle East, Africa, and Latin America.

To thrive in this global market, LogRhythm, through its Partner Program, built a robust ecosystem of partners consisting of value-added resellers (VARs), managed security providers (MSPs), and system integrators across the world.

LogRhythm also built the unique LogRhythm Thrive Program to ensure that these global partners can provide information on LogRhythm’s industry-leading solutions that meet the security and compliance requirements of prospects and customers. Unlike other vendor partner resources that can be scattered, the Thrive Program has a single sign-on (SSO) platform. This enables access to the Thrive Partner Portal with informational materials on LogRhythm offerings, the LogRhythm University educational platform, the Support Portal for concerns, and other partner resources with one sign-on.

Despite participating in the security analytics space for about 20 years, LogRhythm constantly improves its solution offerings to remain competitive. On top of meeting current needs, the company aims to address emerging security demands brought about by the expanding threat landscape and increasing IT landscape complexity.

Responding to the growing demand for cloud-native solutions, LogRhythm has expanded its offerings to meet industry needs. In October 2022, the company launched LogRhythm Axon, a 100% cloud-native SaaS platform. LogRhythm Axon's intuitive experience gives analysts contextual analytics into cybersecurity threats so they can reduce noise and quickly secure your environment. Axon reduces the burden of

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managing threats and the operating infrastructure, helping security teams prioritize and focus on the work that matters.

LogRhythm has also committed to their customers by listening to their needs and announced quarterly releases since October 2022. In the latest release in January 2023, LogRhythm SIEM 7.11 was announced, which improves administrative workflow for collection, features audit logging for SIEM, offers new and updated supported log sources, and adds functionality to APIs for greater automation. The latest release also includes a new Web UI called OC Admin that eases the

user experience and reduces the time it takes to configure, deploy, and manage log sources that require Open Collector. In addition, the latest LogRhythm UEBA release offers new detection models around Windows systems that helps analysts more quickly uncover potential attacks. Finally, LogRhythm NDR focused on the ability to ingest more data that can be easily processed to gain greater visibility into detecting threats on the network with Microsoft EDR integration and an easier way to ingest data from VirusTotal. In addition, LogRhythm continued their commitment to enhance the analyst experience by moving to their new user interface (UI).

To engage with customers regarding innovation, LogRhythm showcases current developments through the Innovation Portal. The portal is part of the LogRhythm Community, which is a one-stop shop where users resolve common issues, ask questions, access resources, and collaborate with peers. Through this medium, LogRhythm gets feedback on possible areas of innovation most relevant to customers.

Strategic Execution

The evolving threat landscape pushed organizations to deploy different solutions to address various security risks. This resulted in increased IT and cybersecurity complexities; moreover, most cybersecurity tools are complicated to use. LogRhythm aims to lighten the load of security teams by offering solutions that are easy to set up and use. LogRhythm SIEM has an intuitive interface and dashboard, where security analysts can view the entire threat landscape. Unlike other vendors, LogRhythm provides a complete security narrative with Host and User Detail pages to help analysts spot security issues and accelerate their response time.

The influx of cybersecurity solutions in the market can also be overwhelming for companies. It is imperative to ensure that customers deploy the right solution for their needs and environments. LogRhythm analyzes customer networks and systems to determine the best solution for their needs. By running proof of concepts (PoCs) and conducting scenario-based test-drive exercises, the company ensures that all customer technical requirements are met. In addition, dedicated deployment services

ensure the smooth integration of LogRhythm's offerings within clients' IT environments. With its team of experts, LogRhythm differentiates itself by offering targeted services made to fit clients' specific security goals.

As a customer-centric SIEM provider, LogRhythm uses consumer feedback to improve its solutions. Recently, it launched LogRhythm version 7.11 and made several updates to LogRhythm NDR and LogRhythm UEBA to improve efficiency for day-to-day operations, based on customer feedback. Analyst workflows were improved, threat detection capabilities were expanded, and flexibility with wider endpoint integration selections was extended. LogRhythm's commitment to excellence and always putting clients first makes it an excellent choice for SIEM deployment.

Competitive Differentiation

At the most basic level, a SIEM solution's core capabilities include log management, real-time monitoring, and incident investigation. Over time, SIEM solutions have gained additional capabilities and features, such as automation and analytical techniques.

LogRhythm differentiates itself from its competitors by delivering the industry's most comprehensive SIEM platform. LogRhythm SIEM features security analytics; embedded deterministic user and entity behavior analytics (UEBA) monitoring; network traffic analysis (NTA); and security orchestration automation and response (SOAR) within a single, integrated platform for rapid detection, response, and neutralization of threats. The platform delivers a single-pane view of cybersecurity across an organization's entire IT infrastructure. Unlike most vendors' offerings, all components of LogRhythm SIEM are built in-house, which means everything integrates smoothly and customers are not likely to be surprised with hidden costs.

Ahead of its competitors, LogRhythm's patented risk-based monitoring and prioritization uses environmental risk characteristics and threat context to assign risk-based scores to all events and alarms. LogRhythm holds the U.S. Patent 10,091,217 as the creator of this data monitoring method that enables risk-based data classification.

As part of LogRhythm SIEM, LogRhythm SysMon performs independent logging of host activity, which enables multi-dimensional analyses of a broader environment to rapidly detect and respond to security threats, such as zero-day attacks. It also automates and enforces compliance mandates and monitoring for IT and OT issues, including system and application failures.

Price/Performance Value

Most SIEM license costs are based on 'events per second', which can vary depending on data volume. With data volumes increasing annually, SIEM can be a costly solution for most organizations. However, LogRhythm's customers do not have to worry about how data consumption fluctuations will impact their overall bills. LogRhythm is the only SIEM technology provider to offer a True Unlimited Data Plan. Customers pay a single price for the entire contract, even if their data—including users, applications, and systems—changes based on current business activities.

In 2021, Sandfield deployed LogRhythm SIEM. As Sandfield took on larger and more complex client projects, its network data kept growing. Over 1 month, the LogRhythm solution ingested 191 million logs.

With LogRhythm's straightforward pricing option, the New Zealand-based software developer was able to mature its security operations with predictable budgets. In addition, out of the 191 million logs, LogRhythm was able to distill it into 67 alarms triggered, of which only 37 required manual remediation.

Customer Ownership Experience

LogRhythm has a thriving community of users who share their experiences and connect with peers. One example of where they do this is the LogRhythm Community, a one-stop shop where users resolve common issues, ask questions, access resources, and collaborate with peers.

As users increasingly participate in the LogRhythm Community, they are granted elite LogRhythm Champion status, which encourages more participation among community members. Through the LogRhythm Champions Network, security experts actively share their information security expertise and thought leadership with the rest of the community.

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Designated Customer Relationship Manager (CRM) ensures that customers have a positive experience with LogRhythm. Good reviews also reflect this excellent customer ownership experience. In addition to reviews from third-party sources, LogRhythm has an extensive number of resources highlighting customer success stories and reviews through various channels, such as a dedicated testimonial and case study page on its website as well as a YouTube channel. LogRhythm's customers proudly own the company's offerings and take time to share their positive experiences.

Customer Service Experience

LogRhythm adopts a consumer-centric approach to ensure the delivery of sufficient support and guidance to clients. As briefly mentioned in an earlier section, LogRhythm differentiates itself by offering targeted services made to fit clients' specific security goals. Pre-deployment, LogRhythm Deployment Services ensures the smooth integration of LogRhythm's offerings within the customer's IT environment. Post-deployment, customers who experience a technical issue or have a question about LogRhythm SIEM can easily reach out to the company's dedicated Customer Success Manager (CSM) or create a support case (through the online support portal or over the phone).

Furthermore, LogRhythm provides free additional services to enhance customers' LogRhythm SIEM experiences. The LogRhythm Community features a vast repository of pre-built content geared to aid customer success, including Documentation, Knowledge Base (KB) Updates, Modules, Apps, LogRhythm SmartResponse™ automation, and Dashboards. LogRhythm also conducts a monthly webinar that features a LogRhythm expert who covers topics that range from software updates and troubleshooting tips to featured best practices.

Should a customer need more support, LogRhythm offers additional services. With a Support Account Manager (SAM), a customer is provided with a LogRhythm expert who proactively works to identify and

fix potential administrative issues. The Analytic Co-Pilot Service pairs a customer with a LogRhythm expert who offers guidance through the implementation of a specific threat detection module. The Technical Account Manager (TAM) service helps customers optimize their security programs.

Conclusion

LogRhythm differentiates itself from its competitors by delivering the industry's most comprehensive SIEM platform. Its competitive pricing through its True Unlimited Data Plan also stands out from other vendors whose pricing depends on data volume.

By constantly innovating its products, steadily building its global partner program, ensuring successful product delivery, and offering robust post-deployment support services, LogRhythm has emerged as a strong SIEM industry participant. This is further validated by strong customer ownership, indicated by positive testimonials and active customer participation in various LogRhythm communities.

With its strong overall performance, LogRhythm, Inc. earns Frost & Sullivan's 2023 Asia-Pacific Competitive Strategy Leadership Award in the SIEM industry.

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

About Frost & Sullivan

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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 fueled 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)**

