

FROST & SULLIVAN



2022 ENABLING TECHNOLOGY LEADER

*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. CTM360 excels in many of the criteria in the DRP 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

CTM360: A Problem Solver

While cybersecurity spending has increased over the years, organizations are exposed to more digital risk than ever. Specifically, external threats, such as phishing and fraud campaigns, have skyrocketed within the last three years – such activities can ruin an organization’s reputation, destroy digital trust, and lead to substantial financial loss. To combat evolving threats, it has become commonplace for vendors to upsell additional technology and applications to businesses that do not effectively cover their external digital footprint.

Headquartered in Manama, Kingdom of Bahrain, CTM360’s mission is to address the problem at hand by offering organizations a strong security posture and protection of their digital assets beyond the

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*- Martin Naydenov,
Sr. Industry Analyst*

traditional security perimeter. While primarily serving large and mid-size financial institutions in EMEA, CTM360 is now expanding globally through strategic partnerships with managed security service providers (MSSPs). The cybersecurity vendor offers a wide range of solutions, including external attack surface management (EASM), cyber threat intelligence (CTI), threat intelligence platform (TIP), digital risk protection (DRP), security rating services (SRS), and third-party risk management (TPRM). CTM360’s designated customer success teams work closely with

organizations throughout the entire lifecycle to better understand their unique challenges and provide a tailored solution that fits their needs. Customer feedback plays a vital role and is incorporated into

CTM360's agile software development cycle to improve the product continuously. With its proactive and solutions-oriented approach, CTM360 has gained significant traction, experiencing double-digit growth over the last three years.

A Unique Vantage Point

As the name suggests, CTM360 offers a 360-degree view of an organization's external attack surface by consolidating EASM, CTI, and DRP capabilities into a centralized external risk mitigation and management (ERMM) platform. The fully managed platform covers a wide range of use cases, including social media monitoring, domain infringement, phishing detection, rogue mobile app detection, data leak detection, executive protection, and unlimited managed takedowns. With HackerView, the company's EASM module, organizations can map out their entire digital footprint and take a detailed inventory of all digital assets, to conduct a complete risk assessment and discover any vulnerabilities. This seamlessly extends to cover vendors, suppliers and partners across the supply chain for a centralized view of third party risks identified in their respective external attack surfaces – a critical part of effective third-party risk management (TPRM). The CyberBlindspot platform combines comprehensive CTI and DRP use cases to detect threats, prevent attacks, and mitigate beyond traditional phishing and brand impersonation attempts. CTM360 monitors millions of data points across various sources, including open-source intelligence (OSINT), deep web, and dark web, to provide contextualized and actionable intelligence to its customers. Aware that most organizations suffer from alert fatigue and limited resources, CTM360 utilizes a combination of sophisticated AI/ML algorithms and human analysis to filter out the noise and reduce false positive alerts. In addition, with ThreatCover, the TIP module, CTM360 is focused on risk-based environment hardening from cyber threat intelligence, leveraging from a threat actor's recurring tactics, techniques, and procedures (TTP) playbook. With continued investments in its ERMM platform, CTM360 has built a unified ecosystem that takes advantage of the synergies between the solutions in its technology stack. A centralized database equips organizations with end-to-end visibility and control to manage their digital presence in the cloud by eliminating blind spots, data redundancies, and fragmented workflows between different solutions. CTM360's vision of building an integrated platform to cover ERMM has been ratified by the current mergers and acquisitions seen in the space globally. As part of the company's Big Data roadmap, CTM360 is profiling throughout all sectors and countries across ERMM use cases (including EASM and DRP). The ERMM vendor offers regulator-specific visibility for central banks and CERTs to view industry-wide issues on the external attack surface at a national level. In addition, CTM360 specializes in profiling subsidiaries and legal entities in a hierarchical structure for enterprises and large institutions, allowing a comprehensive group-level and individual view across all entities.

Continuous Support for Greater Value

Threat actors are increasingly targeting organizations utilizing sophisticated phishing and brand impersonation campaigns to gain access to sensitive information from customers and employees. To effectively protect against phishing and brand impersonation attacks and prevent devastating damage, organizations must be able to detect and take down fraudulent sites rapidly. However, removing a fraudulent website or application can be a lengthy process depending on the takedown type. Each web host, social media platform, and online retail market has its own terms of service, point of contact, removal process, and proof requirements, significantly complicating the overall mitigation process and

making it a costly undertaking. Many organizations do not have the time or resources to actively monitor the external threat landscape, playing a game of Whac-a-Mole, where one or more phishing sites pop up as soon as another gets taken down.

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takedowns of fraudulent sites. From the implementation of the ERMM platform to post-takedown briefings, CTM360 supports the customer throughout the entire process. Many DRP vendors offer takedown services, but organizations are often charged on a pay-per-use (PPU) basis, which can be expensive and difficult to budget accurately. In contrast, CTM360 offers unlimited takedowns regardless of the mitigation category without requiring organizations to blow out their budget. The ERMM vendor's designated takedown

defense team fosters strong relationships with global domain registrar offices, hosts, and social media platforms to promptly remove fraudulent content.

Conclusion

With its offensive-defensive approach, CTM360 changes the cybersecurity paradigm from reactive to proactive. CTM360's solutions-oriented customer success teams work closely with organizations to continuously innovate and improve their security products. The ERMM vendor provides organizations with a holistic view of their digital footprint through its centralized ecosystem, consolidating data points from millions of data sources and converting them into actionable insights. The ERMM platform's workflow automation, instant alert, and pre-authorized takedown capabilities enable users to streamline the entire mitigation process and drastically reduce the mean time to respond (MTTR). CTM360 is a business enabler, saving organizations significant time and money with fully managed services and unlimited takedowns; an advantage that few cybersecurity vendors can replicate. With its strong overall performance, CTM360 earns Frost & Sullivan's 2022 Global Enabling Technology Leadership Award in the DRP industry.

What You Need to Know about the Enabling Technology Leadership Recognition

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 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)**

