FROST & SULLIVAN

CROWDSTRIKE

2022 COMPANY OF THE YEAR

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. CrowdStrike excels in many of the criteria in the cyber threat intelligence 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

Stopping breaches with the CrowdStrike Falcon platform

CrowdStrike is one of the most recognized vendors in the cybersecurity industry. Founded in 2011, the company has quickly emerged as a market leader, displaying solid financial performance, remarkable growth, and a rapidly expanding international footprint. CrowdStrike's mission is to stop breaches – to achieve this goal in an ever-evolving threat landscape, the company has taken an innovative approach by building the CrowdStrike Falcon platform.

> *"CrowdStrike's threat intelligence solutions were designed to meet customers' current needs, growing with them as their concept of threat intelligence matures. This strategy allows the company to address the needs of the most basic customers that are implementing CTI for the first time, and also the more strategic requirements of advanced organizations and government entities."*
>
> *- Clara Dello Russo,*
> *Senior Research Analyst*

CrowdStrike Falcon is a cloud-native, open-ecosystem platform that provides the data fabric to support 22 different CrowdStrike modules, including endpoint protection, security and IT operations, identity protection, and threat intelligence. With the Falcon platform, organizations can transform how they combat threats, shifting to a fast, automated, and predictive approach that offers true visibility across the threat lifecycle.

While it currently offers a wide variety of security solutions to protect customers against the most advanced threats, the company's beginnings are

closely linked to threat intelligence. Indeed, CrowdStrike believes that threat intelligence is foundational to building effective cyber defenses for organizations of all sizes and skill levels; this is part of the company's DNA.

A leading CTI solution

CrowdStrike offers a comprehensive suite of intelligence tools and capabilities that it delivers via a series of modules. In this way, customers can choose the subscription that best fits their requirements and resources, while also ensuring they obtain a holistic view of the threat landscape. Unlike many vendors in the CTI market, CrowdStrike does not segment threat intelligence into separate products based upon practice area, so customers do not need to purchase additional products or add-ons.

CrowdStrike's most basic module is Falcon X. While this delivers different subsets of threat intelligence including malware sandbox and threat actor profiles, Falcon X Premium adds finished intelligence reports that discuss trends in specific industries and critical geopolitical events, among other topics. These include a wide variety of reports, from daily alerts to executive reporting.

The Falcon X Elite module adds a series of intelligence capabilities, such as an assigned threat intelligence expert and personalized reports, allowing customers to augment their capacity, expertise, and scope. This is a tailored subscription for both organizations with established CTI teams and those that are just getting started. CrowdStrike also offers an additional module for Digital Risk Monitoring: Falcon X Recon enables customers to identify risks such as compromised and leaked data, as well as threats to personnel.

All of these intelligence modules are built into the CrowdStrike Falcon platform, meaning they are immediately actionable by the user. As a result, threat intelligence can be operationalized directly within the platform, enabling customers to extract value from the solution without the need for additional tools, long integration cycles, or user training. By eliminating the friction of installation, integration, and maintenance, the solution enables customers to make better and faster security decisions.

> *"While it currently offers a wide variety of security solutions to protect customers against the most advanced threats, the company's beginnings are closely linked to threat intelligence. Indeed, CrowdStrike believes that threat intelligence is foundational to building effective cyber defenses for organizations of all sizes and skill levels; this is part of the company's DNA."*
>
> *- Clara Dello Russo,*
> *Senior Research Analyst*

Regardless of the module selected, CrowdStrike's threat intelligence products ensure that users receive the necessary information to make the right decisions, significantly reducing investigation times. This information comes from multiple unique sources, including data collected from the company's endpoint telemetry - CrowdStrike's Falcon platform provides telemetry for over one trillion security events globally each day. CrowdStrike's key differentiator is its unparalleled collection of data sources; it collects data that other organizations do not have access to, allowing it to deliver threat intelligence that is truly unique.

Threat intelligence for everyone

CrowdStrike's threat intelligence solutions were designed to meet customers' current needs, growing with them as their concept of threat intelligence matures. This strategy allows the company to address the needs of the most basic customers that are implementing CTI for the first time, and also the more strategic requirements of advanced organizations and government entities.

As organizations of various sizes and maturity levels seek to integrate threat intelligence into their security operations, having the ability to successfully target different customer segments with dedicated products and sales teams is critical for long-term success. For this reason, CrowdStrike's portfolio includes a variety of offerings and modules according to customers' maturity levels – the company's goal is to bring all customers up the maturity curve so that they can effectively harness threat intelligence to maximize their security posture.

To ensure that its products meet customer expectations, CrowdStrike relies on customer feedback: the Intelligence Customer Operations team routinely reaches out to customers throughout the year, net promoter surveys are sent annually, and executive briefings are conducted on a quarterly basis. Moreover, the CrowdStrike Intelligence team tracks numerous metrics, such as customers' Priority Intelligence Requirements (PIRs), to make sure that production remains high and customer expectations are met.

CrowdStrike's customers are considered partners: the company works alongside them to build new products and features that enhance their security posture. As a result, they perceive the brand positively and CrowdStrike keeps growing its customer base. The "threat intelligence for everyone" principle has proven to be successful as more organizations start to rely on CrowdStrike's CTI.

Conclusion

CrowdStrike has more than 10 years in the Cyber Threat Intelligence industry – and it continues to dominate in this space. Its threat intelligence is actionable, automated, and built into daily workflows; even CrowdStrike itself relies on its CTI, as it powers the company's broad cybersecurity portfolio. Furthermore, organizations of all sizes and skill levels can benefit from CrowdStrike's intelligence: the company has a solution for everyone as it covers the complete maturity curve. With its strong overall performance, CrowdStrike earns Frost & Sullivan's 2022 Global Company of the Year Award in the cyber threat intelligence 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)**