

NRI SECURE RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the Japan
privileged access management 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. NRI Secure excels in many of the criteria in the privileged access management space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
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

Leadership Focus

Organizations today face mounting challenges to manage privilege-related risks due to the spike in privileged identities, be they machines, applications, non-human identities, or third-party vendors—not to mention the growing number of privileged sessions from remote connections. The COVID-19 pandemic caused Japanese clients to request better ways to manage and control remote connections with the shift to remote working. Organizations have become more aware of the need for a well-designed privileged access management (PAM) strategy that aims to centrally manage all privileged credentials or accounts to lessen security risks.

NRI Secure, a leading Japanese information security company, offers a PAM solution, SecureCube Access Check, that helps to prevent and detect privilege-related breaches by providing organizations better visibility and control over privileges. The PAM solution focuses on preventative control of all privilege access and detective control to enable robust countermeasures against potential information leakage and improve audit efficiency. It has all the functions required for privileged identity management, including password management, workflow monitoring, access control, log acquisition and storage, and audit assistance.

NRI Secure’s PAM solution establishes checkpoint gateways to centrally manage individual identities and access logs. The gateway-type access management tool is completely agentless and, as a result, can be deployed without affecting the existing environment. The centralization of access management and log

management enables IT and security teams to reduce manual workflows and privilege-related risks with better visibility, simplified deployment, automated tasks, and improved security across the organization.

Following the expansion of privileged identities and the shift to remote work because of the pandemic, a zero trust initiative with identity at its core has been gaining the attention of Japanese organizations. The move to zero trust has resulted in higher demand for PAM solutions. NRI Secure recognizes the importance of implementing PAM as a core component of the zero trust architecture. Its approach to privileged access aligns well with the zero trust framework, and it is easier for its local customers to achieve zero trust principles throughout their infrastructures.

Considering the stringent regulations and industry standards in Japan, NRI Secure ensures that its PAM solution meets most of the necessary legal standards, including IT general control, J-SOX audit, FISC security standards, Financial Services Agency audit, and PCI DSS, that are related to privileged access management. The company continues to expand its product functionality to respond quickly to legal standard updates.

As a leading player in the Japanese PAM market, NRI Secure continues to focus on its PAM strategy to develop products that can better address evolving customer needs around zero trust, control over remote connections, and regulatory changes. The company emphasizes striking a balance between security and usability to secure the customer environment without sacrificing the user experience, making it stand out from close competitors that only prioritize securing customer infrastructure.

Addressing Unmet Needs and Best Practices Implementation

It is becoming increasingly difficult for organizations to manage and secure the rapid growth of privileged identities in their environment by relying on traditional approaches. The increasing cloud adoption in Japan has made the situation more complex as identities and permissions in the cloud are constantly being

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Senior Industry Analyst***

added or changed. Organizations that have embraced the cloud require a PAM solution with flexible deployment options, whether on-premises or cloud-based, to address their evolving needs.

NRI Secure’s PAM solution is available as on-premises solution or a software-as-a-service model. By offering flexible deployment models, the company aims to enhance the efficiency of its PAM products by catering to different use cases or environments supporting cloud or on-premises deployments. To better address customer requirements when it comes to privileged controls,

NRI Secure also provides expert monitoring as a service, and all records will be included in a monthly summary report.

Frost & Sullivan believes that NRI Secure’s flexible consumption models position the company for future growth as more organizations adopt cloud in the next three years.

In April 2022, the company introduced a new version (5.5.1) of its PAM solution to enhance the dashboard function for a better user experience and increase the efficiency of data analysis, which can help reduce the man-hours of audit operations. Throughout 2021, the company introduced several updates to its PAM solution, including a log tampering detection function, an update of Common Internet File System (CIFS) function, and integration with IT service management tools.

Through these initiatives, NRI Secure is able to shape its PAM solution to different use cases or environments depending on customer requirements. This allows the company to efficiently support not only on-premises deployment, which was the company's primary focus, but also cloud deployment. Frost & Sullivan recognizes NRI Secure's robustness as a differentiator from competitors that provide only an on-premises or cloud-based PAM solution.

Financial Performance

Despite a challenging economic environment because of the pandemic, NRI Secure was still able to achieve healthy growth in Japan to secure its leadership position. Its PAM solution remains a top-of-mind choice for many large, local customers following the company's successful penetration across financial institutions, service providers, manufacturing, and government. The company has extended its business reach to acquire customers from other industries, including retail, human resource services, and technology.

Frost & Sullivan notes that the company's success is primarily driven by the strong reputation of its security offerings, which include its PAM solution and its capabilities to support customers with managed security services. At the same time, its efforts to drive greater engagement with local channel partners make it a formidable competitor, allowing it to win important projects across industries.

Customer Purchase Experience and Customer Ownership Experience

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NRI Secure has a strong customer base in the large businesses segment. To support all sizes of organizations in protecting against the threats posed by the spike of privileged identities, the company has expanded its PAM offerings to introduce Access Check Essential, a PAM solution that only provides necessary functions to better meet the requirements of medium-sized businesses. This new edition allows organizations to start off their PAM strategy with a smaller budget while keeping the essential PAM functions. Customers can migrate to SecureCube Access Check, the full edition of NRI Secure's PAM solution, when ready to integrate other advanced PAM functions into their environment.

With this, organizations can implement the PAM strategy at their own pace—whether all at once or incrementally—depending on the maturity of their environment. This flexible approach clearly makes NRI Secure stand out from its close competitors.

Conclusion

NRI Secure's healthy business growth in 2021 in the Japanese PAM market despite the volatility arising from the effects of the COVID-19 pandemic is largely attributed to its continual investment in innovations, commitment to its channel partner strategy, and efforts to enhance customers' purchase and ownership experiences throughout the PAM deployment journey. These initiatives enable the company to achieve a competitive edge and remain the top-of-mind choice among large enterprises in the country.

With its strong overall performance, NRI Secure earns Frost & Sullivan's 2023 Japan Company of the Year Award in the privileged access management 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

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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)**

