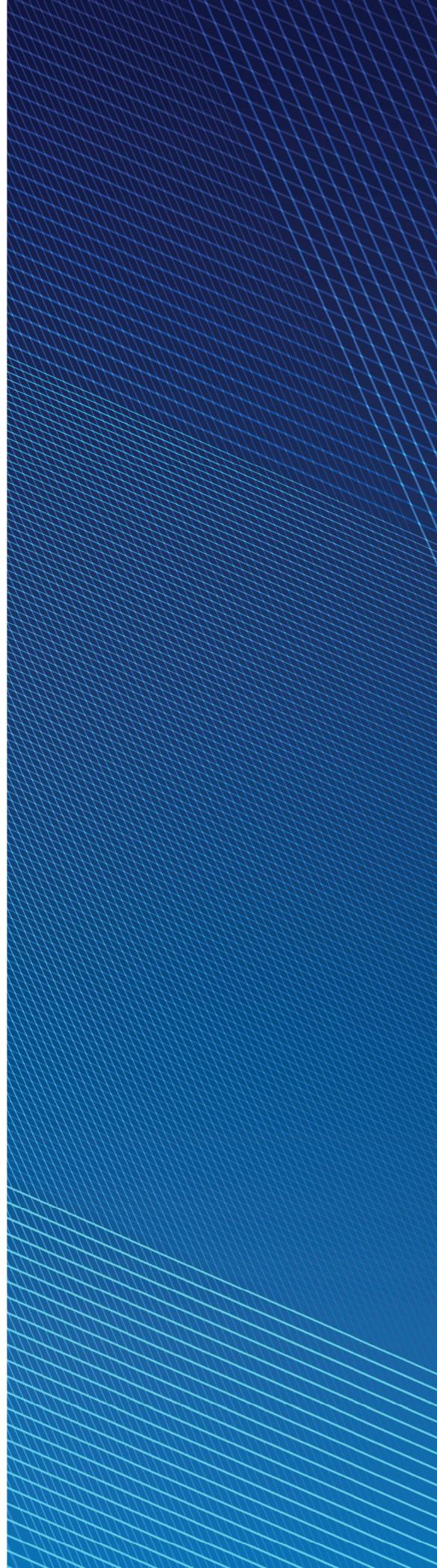


EDGIO RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD

*Identified as best in class in the global holistic web
protection platform 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. Edgio excels in many of the criteria in the holistic web protection platform space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Industry Challenges

The accelerated digital transformation of business models, which results in a growing volume of web traffic, Internet use, and cloud workload adoption, especially in the past three years, adds to the complexity of securing an evolving threat landscape.

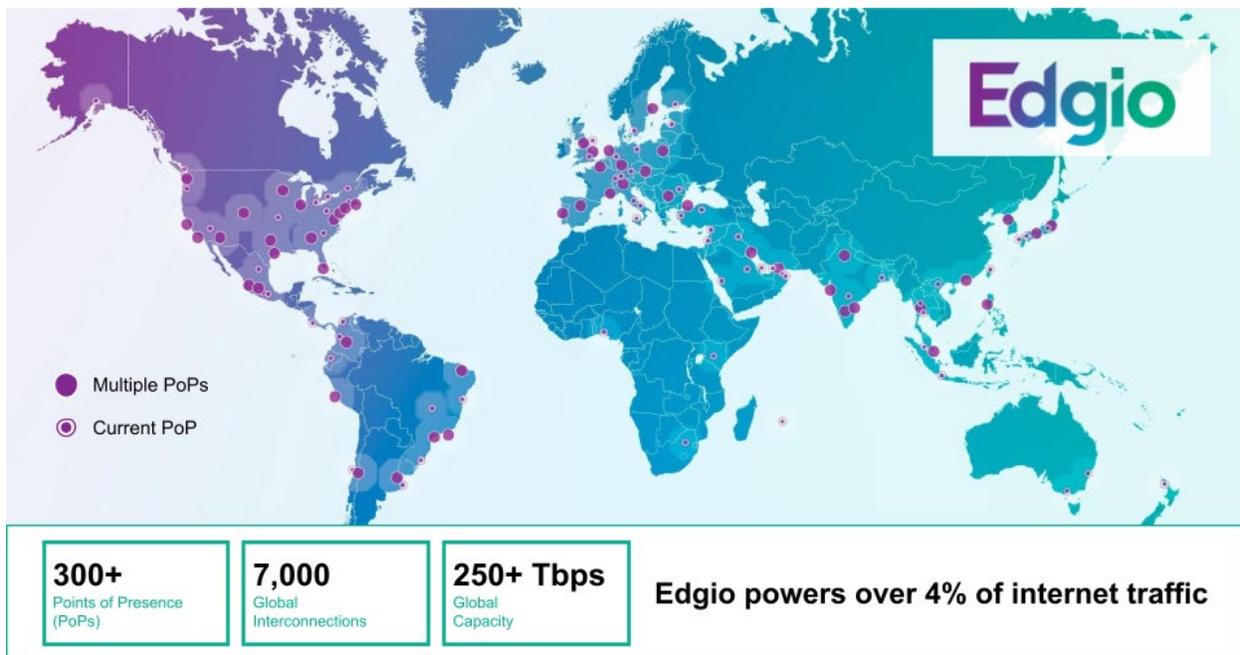
Deployment of web-based and software-as-a-service (SaaS) applications and application programming interfaces (APIs) is rising, in addition to an increase in hosting applications in cloud environments. Traditional security solutions, be it point solutions or stitching multiple point solutions, such as standalone web application firewall (WAF), distributed denial-of-service (DDoS), and bot management, are no longer sophisticated enough to mitigate attacks from the expanded attack surface in the cloud environment.

Instead of adopting point security solutions, organizations are increasingly seeking a more holistic approach to protect their websites, web applications, and related services. In terms of having a robust security strategy, holistic security solutions must be able to mitigate multi-pronged attacks without compromising performance, such as introducing additional latencies to the application performance or causing availability issues.

The evolving threat landscape is pushing market participants to redefine their security offerings by providing a more holistic convergence of cloud-delivered DDoS mitigation, bot mitigation, WAF, and API protection through holistic web protection platforms (HWPPs).

Addressing Industry Challenges

Founded in 2001, Arizona-based Edgio, formerly known as Limelight Networks, is a participant in the global HWPP market. Backed by its own private network, with over 300+ points of presence and delivering over 250 terabits per second capacity worldwide, the company offers its HWPP through the Edgio Security Solution. The company provides a broad portfolio of holistic multi-layered security capabilities that run natively on its edge network platform with its web application and API protection solution that includes advanced bot management, full spectrum DDoS protection, API security, managed rules, and the ability to create custom rules for access control, rate limiting, and more.



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Price Value

Edgio is redefining HWPP with its Edgio Security solution that incorporates advanced security capabilities, such as a dual web application and API protection (WAAP), full spectrum DDoS protection, and patent-pending machine learning model, for true multi-layered security.

In 2019, Edgio introduced its proprietary multi-tenant security engine called Wafz, which provides advanced security with minimal latency and real-time rule propagation. The Wafz engine used by Edgio's HWPP reduces CPU cycles and memory consumption, allowing each server to process higher quantities of data at a faster speed. The Wafz engine powers Edgio's unique Dual WAAP, which integrates with existing CI/CD workflows to embed security into the app development process and reduces last minute security blockers that are often found just before a release, helping teams innovate and push new functionality out faster. With this differentiating feature, Edgio's security rule set updates from all layers of security rules, including access control, API security, rate limiting, bot management, and custom and managed rules that

can be deployed across the network in less than 60 seconds, providing customers with a near-real-time response, decreasing attack exposure time.

Cyber attackers increasingly seek to attack multiple layers of applications and infrastructure hoping to exploit any vulnerability they find. Therefore, to address multi-vector DDoS attacks, Edgio offers full DDoS mitigation from the network layer (L3/4) to the application layer (L7), along with origin shielding to hide web application origins from bad actors. Edgio differentiates from other market participants based on its dual WAAP feature, which allows DevSecOps teams to test new rules on production traffic in an audit capacity. This feature lowers the risk of blocking legitimate traffic and often increases response times when new vulnerabilities are found in applications.

In addition, Edgio's Advanced Bot Management solution, powered by its patent-pending machine learning model, distinguishes between good and malicious bots with high accuracy to make effective blocking decisions. Using advanced fingerprinting and behavioral inputs, Edgio's solution blocks a wide spectrum of bad bot use cases including account takeover, credential stuffing, denial of inventory and many others, without blocking legitimate bots such as those from search engines which are essential for marketing and SEO purposes.

Through Edgio Security's single control panel, customers can easily manage holistic web application protection without visibility gaps that often occur in environments that piece together multiple point solutions. Edgio effectively consolidates its multiple legacy platforms, including Edgecast, Limelight, and Layer0 to offer greater self-serviceability and automation options, simplifying management and eliminating the need for external professional services. Edgio allows customers to integrate its DevOps-friendly security solution into their workflows, supporting Terraform integration, as well as SOAR and SIEM integration. The integration flexibility and 100% API coverage offered by Edgio Security Solution are important to ensure customers have a seamless customer experience when adopting the HWPP. Edgio's strategy for offering the best value to customers is underlined by its ability to provide differentiating security capabilities and align with customers' needs.

Customer Purchase, Ownership, and Service Experience

Through Edgio's flexible and innovative pricing model, Edgio Security Solution is accessible to all size businesses and market segments. Edgio offers four tiers of security service engagement plans with options based on different customer needs, including dual WAAP, managed rules, custom rules, real-time logs, SIEM integration, and analytic needs. These different tiers allow customers to choose Edgio's security capabilities and services based on their respective use cases for a fixed monthly price. One of the perks of the company's pricing model is that customers do not incur additional charges if they have more traffic due to attack, which are, by nature, unforeseen. This helps customers, from small/medium enterprises to large enterprises, predict their spending when adopting Edgio's HWPP.

With more than 900 employees, Edgio provides customers with value-added services from solution engineers along with optional 24/7 Security Operations Center (SOC) and Expert Service team to ensure customer success from initial onboarding to steady state operations.

While Edgio's free trial options allows customers to ensure the services are compatible with their applications before purchasing, the company implements a simple sales order form as well, with minimal

stock keeping units (SKUs) to facilitate a more efficient procurement process. Once customers complete their purchase and the edge delivery configurations are set up, the Edgio Security Solution or HWPP security suite can be deployed within minutes. Edgio's dedicated technical resources guide the entire purchasing and onboarding experience, thus accelerating the integration of HWPP into customers'

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**- Ying Ting Neoh,
Research Analyst**

websites and web applications and offering customers a high degree of customizability to best suit their security maturity.

As part of its standard offering, Edgio provides customers with a dedicated Customer Success team to optimize platform configuration and maximize the use of the platform and services. Moreover, customers can opt to take part in Edgio's beta programs to test new features or even join the

Customer Advisory Board to discuss their technology challenges and future product roadmaps.

These support services provide customers with a positive customer experience, thus achieving satisfaction and loyalty among existing and potential customers in the global HWPP market. Frost & Sullivan recognizes Edgio's HWPP solution for their strong customer ownership experience and the company's ability to foster an excellent purchase and service experience by engaging with customers and aligning with their needs.

Customer Acquisition and Financial Performance

Edgio's value proposition; go-to-market strategy, such as flexible pricing model, demand generation programs, and value-added services; and ability to improve the features of the HWPP security suite have strengthened customers' cybersecurity capabilities, thus facilitating customer acquisition and revenue growth. Edgio's flexible pricing model reduces the sales cycle for estimating customers' use, in turn reducing customer acquisition costs and speeding up the acquisition process.

Furthermore, Edgio's demand generation programs, which are powered by marketing automation, online advertising, and SEO, and leverages its regional sales development representatives to acquire new customers and expand its international customer base.

In 2021, Edgio fully integrated its machine learning-based advanced bot management solution into its edge platform and advanced customer virtual patching solution, in addition to offering enhanced capabilities tailored to meet compliances that vary across different regions. Recent enhancements, such as the proprietary security engine, patent-pending server-side signature, and behavioral machine learning model, continue to show the company's consistent product innovation and strong customer focus. Since the previous acquisition of Layer0 and the further acquisition of Edgecast by Limelight Networks to form Edgio in 2022, the company has engaged in several partnerships and third-party integrations to diversify its portfolio and create a continued growth strategy. Some of the third-party integrations include out-of-the-box integration with various SIEM providers, such as Splunk, Sumologic, and Logz.io, in addition to Verizon MDR and MSSP services.

Edgio continues to expand its channel partner ecosystem by growing its international customer base and technology investments, including partnerships with Microsoft Azure to offer Edgio's CDN and Security solutions as well as with Verizon Business Group to offer Verizon's DDoS Shield at each of Edgio's numerous points of presence. This strategic move allows Edgio to expand its global footprint and foster

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stronger ties with customers worldwide, reflected in Edgio Security Solution's double-digit year-on-year (YoY) growth of more than 15% in 2021, according to Frost & Sullivan estimates.

Edgio's unique HWPP features, including its dual WAAP, self-serviceability, SIEM and SOAR integration options, real-time log delivery, and flat-rate pricing model are attractive capabilities that differentiate the company from many other market participants. These

differentiating features play an important role in affecting customers' decision on HWPP adoption and Edgio's customer acquisition. In addition to the introduction of these high-value products, Edgio's robust channel partner strategy is expected to drive revenue growth of more than 20% YoY for HWPP in FY 2022. Frost & Sullivan commends Edgio for its ability to incorporate customers' feedback into its business strategy and offerings, allowing the company to create a growing customer base and achieve steady revenue growth.

Conclusion

Through its commitment to the customer experience, visionary foresight into the market direction, consistent product innovation, growth strategy, and robust go-to-market strategies, Edgio has inarguably earned its position as a leader in the global HWPP industry. Frost & Sullivan applauds Edgio for meeting the industry challenges by addressing the key gaps in the web and application protection space.

For its strong overall performance, Edgio earns Frost & Sullivan's 2023 Global Customer Value Leadership Award in the HWPP industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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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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)**

