

SANGFOR TECHNOLOGIES RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the Asia-Pacific
next-generation firewall 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. Sangfor Technologies (Sangfor) excels in many of the criteria in the NGFW 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

Sangfor: Committed to Growth

Since its inception in 2000, Sangfor Technologies has recognized the necessity of building a holistic product portfolio of cybersecurity, cloud computing, and infrastructure solutions from the ground up. The vendor’s cybersecurity portfolio encompasses next-generation firewall (NGFW), network detection & response (NDR), secure web gateway (SWG), endpoint security, and secure access service edge (SASE)

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**- Martin Naydenov,
Sr. Industry Analyst**

solutions, empowering customers to build a complete and integrated security framework with Sangfor. With continued enhancements to its cybersecurity product line, Sangfor has experienced steady growth over the last three years, expanding to more than 100,000 customers and 9,500 employees globally.

Due to its highly localized approach, Sangfor has solidified itself as one of the leading NGFW vendors in Asia, creating a comprehensive customer support network of over 400 remote technical service centers

and 6,500 certified engineers across 50 cities in the region. With personnel covering strategic locations, Sangfor fosters close relationships with its clients and stays apprised of common customer challenges to incorporate their responses into its research and development process, resulting in a positive feedback

loop. As a result, the NGFW vendor has been leveraging the growing trend of cloud migration and usage of IoT devices by rolling out new hybrid IT security products and IoT protection capabilities to keep up with the ever-changing threat landscape.

A Centralized Ecosystem for Greater Visibility

The traditional security perimeter for most organizations has gradually disappeared over the last three years due to global digital transformation efforts, cloud migration, and the widespread adoption of remote working practices. In addition, the Covid-19 pandemic has prompted some businesses to rush their digitalization efforts, creating numerous new attack vectors and misconfigurations in the IT infrastructure that threat actors could potentially exploit. The increased complexity of an organization's IT infrastructure and the spike in sophisticated cyber threats, such as malware and denial-of-service (DoS), has amplified the risk of data breaches. Traditional firewalls are no longer sufficient in protecting against

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these evolving threats as they lack the necessary visibility and granular control over most network traffic. Without a designated NGFW solution, network security in most enterprises is fragmented and broken, making it virtually impossible to detect new malware and breaches promptly.

Sangfor recognized the challenges that the market faces and invested heavily in the innovation of its Next-Generation Application Firewall (NGAF), its NGFW offering, which consolidates traditional firewall capabilities with advanced features, such as intrusion prevention, web

filtering, application control, web application security, and more. In addition, the NGAF platform natively integrates with Sangfor's other security solutions, such as software-defined wide area network (SD-WAN), SASE, and endpoint protection to provide users with a unique vantage point and central management functionality.

The Core of Next-Generation Protection

Traditional firewalls primarily operate by examining network traffic to identify and block potential threats based on pre-defined rules. While this outdated approach is effective against known threats, it presents several challenges when it comes to detecting new malware. Threat actors utilize advanced techniques to evade detection, such as polymorphic code that changes with time and encrypted traffic that falls through the cracks with signature-based firewalls. Most conventional cybersecurity solutions are deemed obsolete, with malware mutating faster than most organizations can update their firewalls. To effectively mitigate modern cyber threats, organizations require firewall technology that employs a multi-faceted approach that shifts the paradigm from reactive to proactive security.

Sangfor combines sophisticated Artificial Intelligence (AI), real-time threat intelligence, and a comprehensive database of malware signatures and malicious URLs for higher detection accuracy and faster response rates. With Neural-X, Sangfor's cloud-based threat intelligence and analytics platform, organizations can harness the insights of a global network of over 120,000 connected NGFWs, billions of malware hashes, and 200 million malicious URLs, automatically updated on a daily basis. Neural-X

underpins all of Sangfor's cybersecurity solutions, providing a centralized database that takes advantage of the synergies between otherwise siloed functional units. For example, Sangfor's Engine Zero, an AI-based malware detection engine, is trained periodically on millions of data sets, which empowers organizations to detect malware faster with almost 99% accuracy. Another unique value proposition lies in Sangfor's NGFW deception technology, which exploits hackers' breach attempts to learn from them and strengthen an organization's security posture by utilizing local decoys and analysis tools. Sangfor's combination of a centralized ecosystem, sophisticated AI, and tactical deception tools empowers organizations to significantly reduce their mean time to resolve (MTTR) and shift to a proactive security strategy.

Conclusion

The NGFW market is undergoing drastic changes, with an increasing number of organizations deploying hybrid IT environments, exponentially increasing the number of attack vectors and risk factors. Sangfor successfully recognized the new challenges arising and has capitalized on opportunities to expand its product portfolio to address the needs of its customers. The NGFW vendor's integrated platform and AI-based malware detection engine offer users greater visibility and security by eliminating data siloes and improving detection rates. This enables organizations to significantly cut their MTTR, boost security productivity, and effectively protect their digital assets beyond the traditional security perimeter. As a result of significant R&D investments and continued enhancements in its products, such as SASE and zero trust access capabilities, Sangfor is supporting its vision of being "One Step Ahead in Security." With its strong overall performance, Sangfor earns Frost & Sullivan's 2023 Asia-Pacific Company of the Year Award in the next-generation firewall 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™.

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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)**

