HADRIAN

2025 NEW PRODUCT INNOVATOR

Pioneering New Features and Functionality to Exceed Customer Expectations

RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL EXTERNAL ATTACK SURFACE MANAGEMENT INDUSTRY

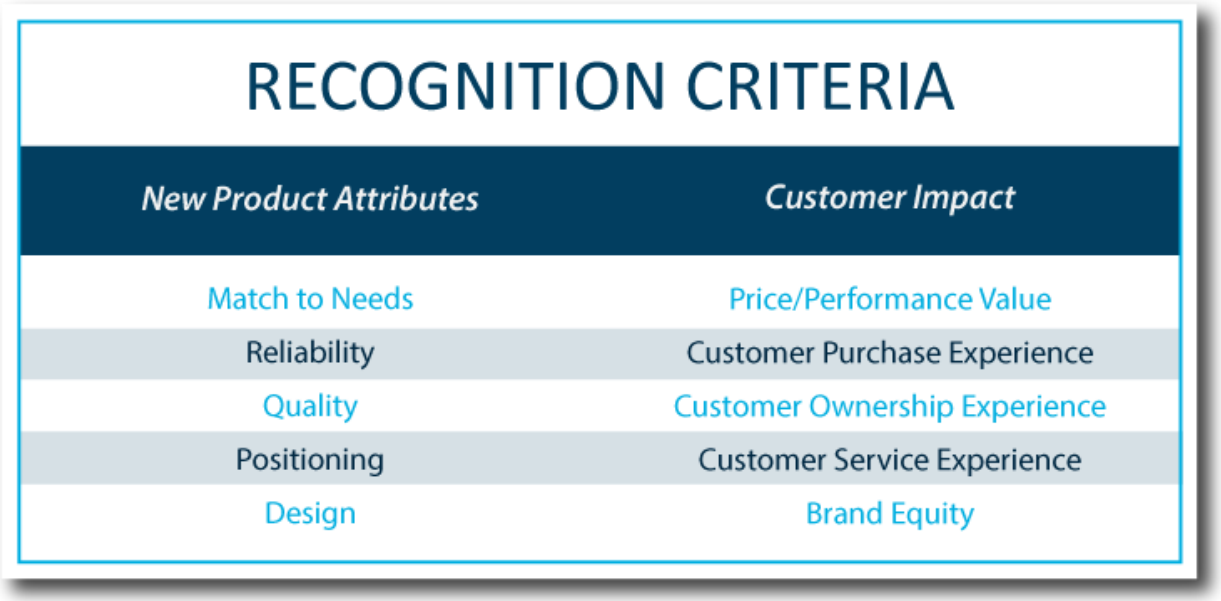
FROST & SULLIVAN

Table of Contents

Best Practices Criteria for World-class Performance 3
Redefining EASM with an Offensive Security Approach 3
Cutting Through the Noise with Advanced Validation Capabilities 4
Dynamic Solutions for Dynamic Problems 4
Unlocking Effective Security Outcomes Through Customer Alignment 5
Conclusion 5
What You Need to Know about the New Product Innovation Recognition 6
Best Practices Recognition Analysis 6
New Product Attributes 6
Customer Impact 6
Best Practices Recognition Analytics Methodology 7
Inspire the World to Support True Leaders 7
Flexing Your BICEP for Growth 8
About Frost & Sullivan 8
The Growth Pipeline Generator™ 8
The Innovation Generator™ 8

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Hadrian excels in many of the criteria in the EASM space.



Redefining EASM with an Offensive Security Approach

Enterprise digitalization, cloud migration, and the widespread adoption of remote work have drastically reshaped the modern threat landscape. These trends have exponentially expanded organizational attack surfaces, increased IT complexity and heightened reliance on third-party systems. Threat actors now target assets outside traditional network perimeters, such as website domains, mobile apps, social media accounts, and third-party vulnerabilities. A critical concern is shadow IT and unmanaged or forgotten assets like rogue cloud instances, unused domains, and exposed application programming interfaces (APIs), which create exploitable vulnerabilities. As a result, effective security governance has become increasingly challenging. As organizations' digital footprints increase and security tools proliferate, teams face mounting difficulties in accurately identifying and prioritizing risks across diverse assets. Without effective validation mechanisms, organizations contend with false positives, data overload, and misallocated resources, leaving critical vulnerabilities unaddressed and weakening their overall security posture.

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> *Hadrian addresses these challenges with its offensive security approach to attack surface management."*
>
> ***- Martin Naydenov***
> ***Industry Principal***

Hadrian addresses these challenges with its offensive security approach to attack surface management. Its platform proactively scans for risks, such as open ports, domain name system (DNS) misconfigurations, and unsecured storage, while offering actionable remediation steps. By incorporating configuration checks, continuous monitoring, and automated vulnerability detection, Hadrian simplifies security operations, reduces false positives, and enhances efficiency. With Hadrian, organizations can transition from reactive to proactive security management, streamlining operations and reinforcing defenses.

Cutting Through the Noise with Advanced Validation Capabilities

Hadrian offers a comprehensive EASM platform spanning continuous asset discovery, vulnerability management, automated penetration testing, third-party risk monitoring, compliance automation, IoT/OT visibility, cloud misconfigurations, and DNS monitoring solutions. At the core of Hadrian's platform is Orchestrator AI, an event-driven threat validation engine that continuously scans for vulnerabilities, validates risks through advanced simulation techniques, and prioritizes remediation. This reduces the burden on security teams while ensuring effective risk mitigation. Unlike traditional vulnerability scanners, Hadrian employs a multi-dimensional scanning approach, interlinking security tests to simulate complex attack chains and real-world threat escalation scenarios. By validating these risks, Orchestrator AI provides actionable recommendations that align security measures with business objectives. Hadrian's automated penetration testing is triggered dynamically by asset configuration changes or detected exploits, optimizing risk assessments and eliminating unnecessary scans. The vendor's proactive capabilities, such as continuous monitoring for Open Web Application Security Project (OWASP) Top Ten risks and zero-day vulnerability detection, empower organizations to stay ahead of emerging threats. Streamlined workflows and intuitive reporting further set Hadrian apart, enabling organizations to demonstrate their security posture to various stakeholders for compliance purposes.

Dynamic Solutions for Dynamic Problems

Hadrian's rapid experimentation methodology lies at the heart of its innovation roadmap, guided by a global community of ethical hackers. Monthly feedback sessions conducted by the customer success team play a critical role in this process, gathering real-time input, discussing product requests, and ensuring customers remain informed about new features. These sessions, attended by the product team, directly shape the product roadmap. Quantitative insights are collected through metrics on active user engagement and feature adoption. In parallel, quarterly roadmap sessions with CISOs provide opportunities to prioritize goals and define collaborative timelines for future developments. This dynamic integration of qualitative and quantitative feedback ensures Hadrian remains agile and responsive to customer demands.

Hadrian differentiates its EASM offering with advanced risk filtering, multi-dimensional scanning, and active risk prioritization, enhanced by workflows that engage non-security teams in remediation. Orchestrator AI automatically triggers critical risk assessments like zero-day vulnerability, active sub(domain) takeover, SQL injection, weak credentials, unrestricted file upload, open S3 bucket, and credential leak detection. Recent product improvements, such as real-time phishing detection, new role-based access controls, and Hadrian AI, a sophisticated generative AI assistant, further exemplify the vendor's commitment to innovation. Hadrian AI provides actionable insights, context-driven

recommendations, and streamlined risk prioritization, working alongside Orchestrator AI to ensure rapid responses to emerging threats.

Unlocking Effective Security Outcomes Through Customer Alignment

By combining cutting-edge technology with a customer-centric experience, Hadrian empowers organizations to achieve effective security outcomes and improve their overall security posture. Hadrian's scalable architecture is designed to support organizations of all sizes with their evolving needs. The vendor's EASM solution empowers organizations to transition from a reactive to a proactive security approach, offering deeper insights into their true risk exposure while effectively reducing their attack surface. Hadrian's EASM platform enhances visibility into known and previously unknown assets, addressing the challenges posed by manual asset discovery and inventory management, which are often labor-intensive and prone to human error. Hadrian's automated asset discovery allows customers to overcome these challenges by continuously scanning and cataloging digital assets. In addition to improving visibility, Hadrian drives significant productivity gains. Automation streamlines key security processes, such as asset inventory management, vulnerability assessments, and mean time to remediate (MTTR), drastically reducing the time spent on manual tasks. Collaboration tools, including asset tagging and vulnerability assignments, foster cross-functional teamwork, breaking down silos and improving response times. The increased operational efficiency and automated attack simulation capabilities also save organizations unnecessary costs by reducing the need for expensive manual penetration tests and red teaming exercises. In addition, Hadrian's comprehensive asset inventory capabilities and third-party risk assessments help lower auditing and cyber insurance fees by bolstering regulatory compliance. Hadrian empowers organizations to manage their security proactively while optimizing costs through its enhanced visibility, automation, and collaboration.

> *"With advanced product capabilities like Orchestrator AI and automated penetration testing, Hadrian enables organizations to understand their digital footprint, prioritize risks, and proactively reduce their attack surface."*
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> ***- Martin Naydenov***
> ***Industry Principal***

Conclusion

Hadrian transforms EASM with its agile innovation and offensive security approach. With advanced product capabilities like Orchestrator AI and automated penetration testing, Hadrian enables organizations to understand their digital footprint, prioritize risks, and proactively reduce their attack surface. The vendor's EASM offering enhances visibility, simplifies security operations, and drives better outcomes while lowering costs. Hadrian earns Frost & Sullivan's 2025 Global New Product Innovation Recognition for its strong overall performance in the EASM industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the New Product Innovation Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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 in the future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled 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:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

