FROST & SULLIVAN

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empowering your future

2022
COMPANY OF THE YEAR

INDONESIA

CYBERSECURITY SERVICES 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. Lintasarta excels in many of the criteria in the cybersecurity services 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

Addressing Unmet Needs

Demand for cybersecurity services in Indonesia has been steadily increasing because organizations are conducting digital transformation to improve the efficiency of their operations. Many of these organizations are incorporating web-based applications into their operations and adopting a cloud-first strategy as part of their digital transformation. Moreover, the COVID-19 pandemic exposed organizations in Indonesia to an unprecedented surge in the number of cyberattacks in 2021, with Indonesia's National Cyber and Crypto Agency (BSSN) revealing that 1.4 billion Internet traffic anomalies or cyberattacks occurred on Indonesia's networks in 2021. Many local organizations, therefore, are outsourcing their security operations to external service providers because of the concern that their existing security frameworks cannot handle the surge in cyberattacks and the increasingly wide threat landscape caused by digital transformation. Moreover, many of these organizations are realizing that service providers could help them manage and mitigate the risks more effectively by either conducting risk assessments on their information technology (IT) infrastructure or managing security measures on their behalf.

PT Aplikanusa Lintasarta, more notably known as Lintasarta, is a leading information communications technology (ICT) company based in Indonesia. The company was founded in 1988 and operates as a subsidiary of PT Indosat Tbk, an Indonesian-based telecommunications provider. Lintasarta provides services in data communications, Internet, and IT for all industry segments, including banking and

finance, government, mining, oil and gas, and transportation. While the company is known for its data center services, its cybersecurity services portfolio, which is grouped under the Lintasarta Security division, has made the company a leading cybersecurity services provider in the country by offering a complete set of assessment and consulting services to organizations in Indonesia that are increasingly looking for advanced cybersecurity services to fend off advanced cyber threats.

Through the Security division, Lintasarta's cybersecurity services include security asset monitoring, vulnerability assessment, penetration testing, and threat detection response; however, the company's most notable cybersecurity service is its managed security operations center (SOC). Lintasarta considers its SOC to be a core aspect of its advanced cybersecurity solutions that are connected to a wide range of other solutions, such as network security, advanced endpoint security, and vulnerability management, while being available for 24/7 monitoring as well.

"In addition to offering a lower cost than its competitors, Lintasarta encourages customers to try its cybersecurity offerings to determine which ones will suit their requirements the most. Indonesia is still short of talent in the cybersecurity field; therefore, Lintasarta's specific offering allows organizations in the country to decide which cybersecurity services will bring the biggest benefits to their business."

- Daphne Dwiputriane,
Research Associate

Backed by strong expertise in the security field and with an extensive cybersecurity services portfolio, Lintasarta is set apart from market competitors based on its ability to meet customers' various requirements by offering a comprehensive set of cybersecurity services. In May 2021, for example, Lintasarta introduced Deka Flexi, an OpenStack-based public cloud service, to cater to the work-from-home (WFH) policy and to help local businesses optimize their resources as they adapt to the rapidly evolving business models caused by the COVID-19 pandemic. In terms of security, Deka Flexi provides built-in firewall capability; however, Deka Flexi users can request Lintasarta to add other security solutions from its cybersecurity services portfolio, such as next-generation firewall (NGFW), web application firewall (WAF), anti-distributed denial of service (DDoS), and managed SOC, to strengthen Deka Flexi's security measures.

Frost & Sullivan applauds Lintasarta's ability to keep up with changing business models and bundle its cybersecurity portfolio with non-security solutions for customers, making Lintasarta an attractive and versatile cybersecurity service provider among local organizations.

Implementation of Best Practices

Lintasarta understands that to gain the confidence of potential customers, its cybersecurity services portfolio needs to meet the standards set by regulatory bodies, such as ISO 27001, ISO 20000, PCIDSS in Data Center and Cloud Computing Infrastructure, and the National Institute of Standards and Technology (NIST) Cybersecurity Framework. Implementing these four standards has provided Lintasarta with defense in-depth tactics with multiple layers of various security protocols, in addition to mitigating risks and managing the security of customers' IT infrastructure. Lintasarta closely adheres to the NIST Cybersecurity Framework to ensure it follows the best practices in managing cybersecurity risks. Lintasarta's approach in closely following a defined set of guidelines and best practices to mitigate organizational risks has become a value proposition in the market. This approach assures customers that

Lintasarta is mitigating and managing the security framework of their IT infrastructure based on the standards set by both local and international regulatory bodies. Frost & Sullivan applauds Lintasarta's effort to follow as many regulatory standards as possible to ensure that its cybersecurity services can be deployed in any industry.

In addition, Lintasarta offers an entry-level bundling option to gain further traction in the cybersecurity services market. In this option, the company bundles NGFW in the cloud, WAF, load balancer, and anti-DDoS solutions. This bundling option is for customers interested in engaging with Lintasarta's managed security services but are still unsure on the effectiveness of these services in their IT infrastructure. This bundled solution provides an opportunity for Lintasarta to stay a step ahead of its competitors because it is willing to serve and engage with any type of customer, including those that are unsure of the capability of its cybersecurity services.

While Lintasarta is willing to engage with unsure customers, it provides end-to-end managed services as well, with no upfront investment for customers that can only afford to kick start small cybersecurity initiatives in their organizations. The company first introduced this offering to help customers design, implement, and manage small-scale cybersecurity solutions in their IT infrastructure. In addition, this offering allows customers to integrate more of Lintasarta's cybersecurity services once they feel comfortable having Lintasarta manage the security measures of their IT infrastructure in the long run.

As Indonesian-based organizations continue to face a shortage of security professionals, Lintasarta, with its scalable cybersecurity services and its willingness to engage with customers' different perspectives on cybersecurity, has gained a competitive edge in the market.

Financial Performance

For its cybersecurity services, Lintasarta's current business model includes cybersecurity consulting and proof of concept (POC) as part of its managed security services. Lintasarta's cybersecurity services grew tremendously by 184.91% year-on-year (YoY) in 2021, cementing it as a market leader by recording $3.02 million in revenue in 2021, compared to $1.06 million in 2020.

In 2021, Lintasarta saw an increasing demand for its managed threat detection response services in the form of managed SOC because organizations in Indonesia face an evolving threat landscape and know they need to approach external cybersecurity experts to mitigate and manage their IT infrastructure, based on their own lack of in-house cybersecurity experts.

Lintasarta's cybersecurity services mainly cater to large organizations; however, many small and midsize organizations are enquiring about its cybersecurity services as they shift their resources to the cloud, with security management in the cloud becoming their primary concern.

Securing resources in the cloud is a concern for organizations of these sizes because they do not have the budgets or required skillsets to manage their resources on their own. Lintasarta's comprehensive cybersecurity services and its wide range of expertise outside of its security portfolio will allow the company to maintain its growth momentum in the next few years.

Price/Performance Value

Lintasarta simultaneously operates two business models for its cybersecurity services. In the first business model, Lintasarta acts as a service provider (MSSP), and in the second model, it acts as a *system integrator (Non-MSSP). To differentiate from* competitors, the company utilizes the first business model to deliver cybersecurity services to customers. For example, the first business model allows Lintasarta to operate a subscription model for customers, wherein the company will only manage the security framework of each customer's IT infrastructure and will not be responsible for any customized hardware or software components. Lintasarta, therefore, offers a lower cost than competitors in the country that either bundle their cybersecurity services with hardware solutions or have a limited cybersecurity portfolio. With the ability to afford to have a lower cost than competitors in a price-sensitive market such as Indonesia, Lintasarta has cemented its position as a leader in the cybersecurity services space. For example, offering a lower cost for its cybersecurity services can convince reluctant organizations to invest in managed security services to improve their security postures.

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In addition to offering a lower cost than its competitors, Lintasarta encourages customers to try its cybersecurity offerings to determine which ones will suit their requirements the most. Indonesia is still short of talent in the cybersecurity field; therefore, Lintasarta's specific offering allows organizations in the country to decide which cybersecurity services will bring the biggest benefits to their business.

Customer Purchase and Service Experience

While organizations in the Indonesian market are becoming more aware of the impact of cyberattacks, many in the country still have a low awareness level on cybersecurity, and many are still uncertain about what cybersecurity services they should purchase to secure their infrastructure, despite knowing that the threat landscape is rapidly evolving. To help these customers, Lintasarta allows them to try its cybersecurity offerings through a free trial called Proof of Concept (POC) to implement any offering from its cybersecurity services portfolio in their IT infrastructure, thus gaining a better understanding on what they should purchase from Lintasarta's cybersecurity services portfolio to protect their IT infrastructure.

With the Security division as a part of its wide ranging portfolio, the company delivers more benefits to customers from its bundling services. Customers that initially purchase Lintasarta's cloud services can add SOC as part of the bundle, while customers that purchase SOC can add vulnerability management, threat intelligence, and NGFW to the bundled services. With the option to bundle any services they want from Lintasarta's portfolio, customers gain holistic protection through a single service provider.

In addition, Lintasarta provides a 24/7 L1 cybersecurity technical team that can quickly respond to all customers' requests and provide a direct hands-on approach to solve any problems, regardless of location. Frost & Sullivan applauds Lintasarta's hands-on approach in handling customers' requests because organizations in the Indonesian market still prefer a face-to-face consultative approach.

Conclusion

Many organizations in Indonesia are finding it difficult to ensure their IT infrastructure can keep up with the rapidly evolving threat landscape and the changing business models caused by the COVID-19 pandemic. For example, organizations in Indonesia are facing a shortage of qualified security professionals that can minimize and manage the risks in their infrastructure while ensuring their infrastructure continuously remains secure. With the lack of in-house security expertise, many organizations are engaging with security service providers to manage cyber risks in their infrastructure more effectively and to strengthen their security postures to remain secure and well protected.

Lintasarta has emerged as the preferred cybersecurity services provider for many organizations in Indonesia based on its wide-ranging security services portfolio and strong expertise in the cybersecurity field. Lintasarta has cemented its leadership position in the market by continually expanding its cybersecurity services portfolio, thus positioning itself as a service provider that is willing to engage with customers from different security postures, awareness levels, and budgets. Based in Lintasarta's abilities, customers continue to view the company as a trusted security service provider in the market.

With its strong overall performance, Lintasarta earns Frost & Sullivan's 2022 Indonesia Company of the Year Award in the cybersecurity services 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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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)**