FROST & SULLIVAN

2024

COMPANY OF THE YEAR

IN THE GLOBAL THREAT INTELLIGENCE PLATFORM (TIP) INDUSTRY

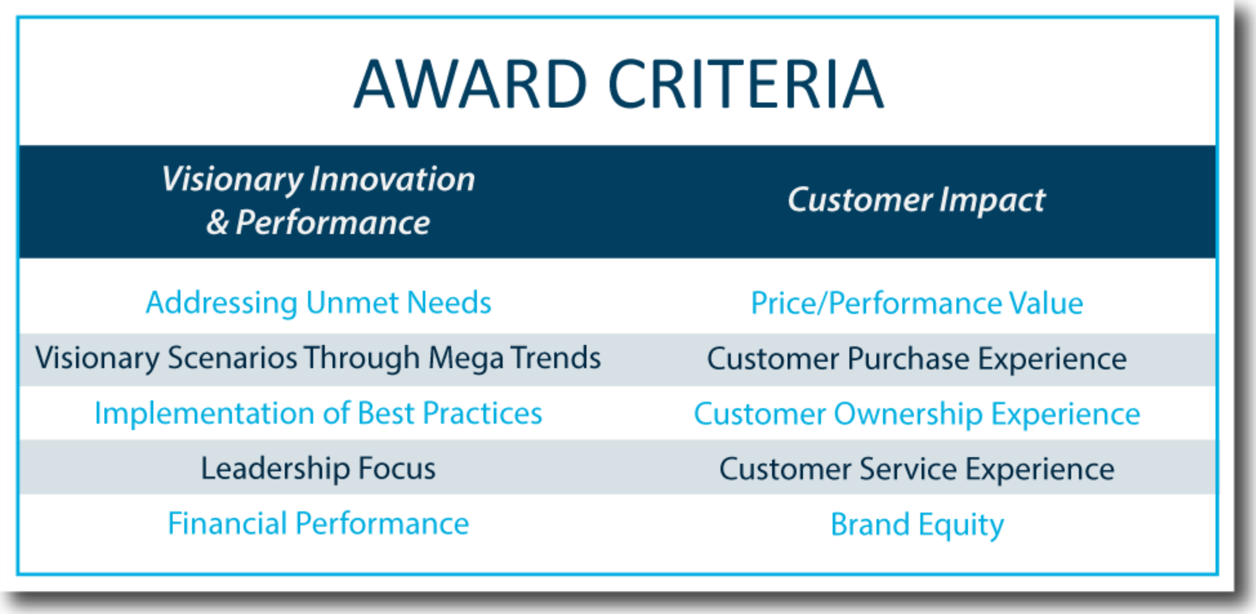
ANOMALI

FROST & SULLIVAN

2024 BEST PRACTICES AWARD

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. Anomali excels in many of the criteria in the TIP 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

Anomali: The Anomaly in the TIP Market

Established in 2013, Anomali has built a broad cybersecurity suite, seamlessly integrating threat intelligence with security analytics and generative AI. Its extensive security portfolio spans advanced threat intelligence (TIP), Extract-Transform-Load (ETL), analytics, operationalization, automation, extended detection and response (XDR), AI, security incident and event management (SIEM), and security orchestration, automation, and response (SOAR) solutions. Headquartered in Redwood, CA, Anomali has rapidly expanded its global footprint, protecting organizations of all sizes across diverse industry verticals. With a robust distribution channel and a broad partner network across the Americas, EMEA, and APAC regions, Anomali has emerged as the leading threat intelligence platform vendor, maintaining consistent growth rates over the past three years. While already boasting a global presence, Anomali is intensifying its focus on deepening penetration within existing markets.

> *"By integrating Copilot, Anomali equips security teams with advanced tools to effectively address the dynamic threat landscape, enhancing their ability to detect, respond to, and mitigate emerging threats."*
>
> ***- Martin Naydenov***
> ***Sr. Industry Analyst***

Leveraging its Large Language Models (LLMs) built on Anomali's extensive threat data repository, the company can readily tailor solutions to specific verticals, use cases, and geographical regions. Through targeted marketing initiatives aimed at the C-suite and analysts in security, IT, risk, and compliance, Anomali effectively communicates its value propositions, addressing specific informational needs at various stages of the decision-making process. Additionally, the vendor actively participates in industry events, publishes insights on emerging threat trends, and offers thought leadership content to empower cybersecurity threat intelligence (CTI) and security operations center (SOC) teams in enhancing their threat detection, investigation, response, and remediation capabilities. With its commitment to growth and portfolio enhancement initiatives, Anomali has surpassed 2,000 enterprise customers and expanded its workforce to over 250 employees worldwide.

Unlocking the Power of Insight with Centralized Intelligence

With ThreatStream, Anomali's threat intelligence management solution, customers can leverage over 200 integrations and the world's largest repository of threat data to quickly identify threats targeting their organizations and supply chain. ThreatStream offers a wide range of curated open-source intelligence (OSINT), commercial feeds, and community data, such as ISAC and trusted circles' threat reports. With its built-in app store, Anomali provides access to a diverse collection of out-of-the-box commercial intelligence feeds and enrichments. In addition, Copilot, the vendor's generative AI browser extension, and an Office365 plugin enable on-demand scanning of webpages, documents, and emails for threat intelligence extraction.

All collected data undergoes rigorous processing by Anomali's advanced Macula AI correlation engine. This engine delivers confidence scores, deduplication, and associations to minimize false positives and enrich IoCs with context using reputation, WHOIS data, DNS history, and port behavior-based models. ThreatStream is seamlessly integrated with Anomali Security Analytics, Anomali's threat detection engine, via Copilot, offering a unified interface for immediate correlation between external threat events and internal systems. The Anomali Security Operations Platform ingests, summarizes, and maps data in near-real-time to internal telemetry data, providing organizations with actionable insights tailored to their specific security needs. Thanks to this centralized ecosystem, organizations can unlock powerful insights, fortify their security posture, proactively threat hunt, and enhance their overall cybersecurity resilience.

Staying Ahead of the Curve

Amidst ongoing global digital transformation and the increasing adoption of AI and IoT technologies, organizations are confronted with unprecedented cybersecurity risks and a myriad of attack vectors. Security teams and CISOs face mounting pressure to achieve more with limited resources, exacerbated by the complexity and sophistication of emerging threats. Recognizing these challenges early on, Anomali identified the urgent need for AI-enabled security solutions to assist organizations in navigating the evolving threat landscape. Anomali's commitment to innovation is exemplified through its continuous platform enhancements, including Copilot, a sophisticated generative AI assistant, and workflow automation capabilities, which streamline the entire intelligence and security operations lifecycle.

Unlike most vendors, Anomali has fully integrated Copilot across its product offering, enabling organizations to effectively operationalize its capabilities. Anomali's Copilot mitigates information overload by condensing vast amounts of data into actionable intelligence. Its intuitive natural language interface facilitates seamless interaction, providing users with relevant and timely information supported by sources. Through strategic partnerships with organizations like MITRE, Copilot automatically analyzes and generates attack flows, empowering users to defend against threats proactively. By integrating Copilot, Anomali equips security teams with advanced tools to effectively address the dynamic threat landscape, enhancing their ability to detect, respond to, and mitigate emerging threats.

Reimagining Security Operations with Threat Intelligence

Security operations (SecOps) involve a variety of processes, practices, and technologies to protect digital assets, data, and infrastructure from security threats. It plays a crucial role in maintaining the security posture of organizations by proactively identifying and addressing security risks and responding effectively to security incidents. There are many technologies available that offer SecOps use cases, such as SIEM, SOAR, and TIP, each with distinct workflows, data points, and objectives. However, threats are complex and do not fall into neat buckets, often surpassing the limitations of SecOps solutions and falling through the cracks. For example, most legacy SIEM solutions struggle to adapt to the modern threat landscape and to analyze the vast amount of data required for effective security.

> *"By addressing the unmet need for AI-enabled security solutions and fully integrating Copilot across its product portfolio, Anomali equips security teams with advanced tools to mitigate emerging threats. With the largest threat repository in the market, Anomali successfully transforms SecOps with its threat intelligence-focused approach."*
>
> ***- Martin Naydenov***
> ***Sr. Industry Analyst***

With the average time to identify and contain data breaches lying at around 200 days and data retention limits for SIEMs typically at around 90 days, deploying and managing traditional SIEMs is highly costly. This discrepancy prevents security teams from being able to hunt threats and understand full attack timelines to mitigate risks. As Winston Churchill famously said, "The farther backward you can look, the farther forward you are likely to see." Anomali transforms SecOps with its threat intelligence-focused approach, providing the hindsight needed to combat modern threats effectively. Anomali's SecOps platform transcends legacy TIP and SIEM solutions, offering cloud-native and on-prem deployments with unlimited, long-term data retention for rapid search across petabytes of data.

With its advanced ML/AI threat detection, integration, and workflow automation capabilities, Anomali serves as a control tower solution, offering the SecOps teams the visibility and control to improve the overall effectiveness of their security efforts and reduce their total cost ownership (TCO).

Conclusion

By addressing the unmet need for AI-enabled security solutions and fully integrating Copilot across its product portfolio, Anomali equips security teams with advanced tools to mitigate emerging threats. Anomali has consistently raised the bar in security operations, offering a comprehensive AI-powered security operations platform that seamlessly integrates and leverages the world's largest repository of intelligence. The vendor has steadily expanded its global reach, serving organizations across various industry verticals. Anomali is able to effectively communicate its value propositions to security professionals and C-suite executives alike, introducing impactful operationalization and workflow automation capabilities.

Anomali earns Frost & Sullivan's 2024 Global Company of the Year Award for its strong overall performance in threat intelligence platform (TIP) 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

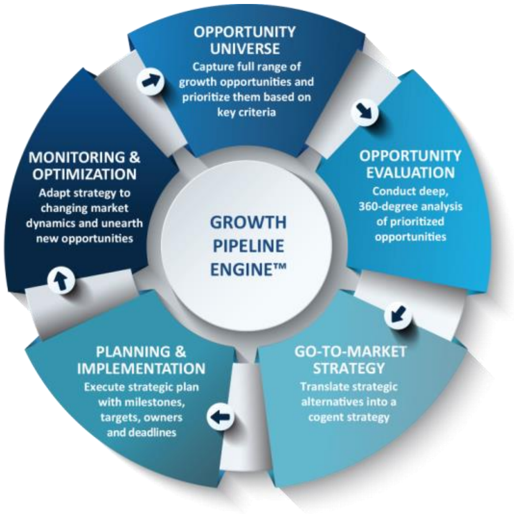
Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, 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™.
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*

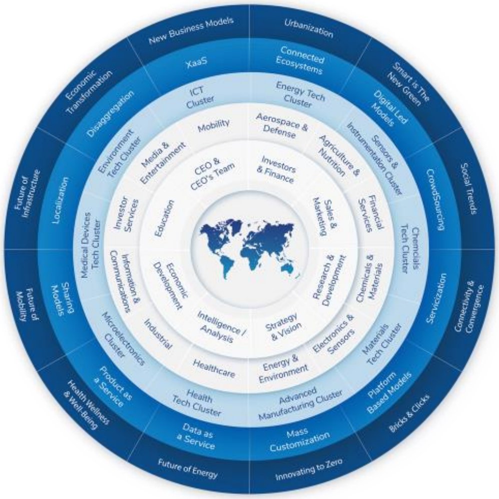

OPPORTUNITY UNIVERSE
Capture full range of growth opportunities and prioritize them based on key criteria
OPPORTUNITY EVALUATION
Conduct deep, 360-degree analysis of prioritized opportunities
GO-TO-MARKET STRATEGY
Translate strategic alternatives into a cogent strategy
PLANNING & IMPLEMENTATION
Execute strategic plan with milestones, targets, owners and deadlines
MONITORING & OPTIMIZATION
Adapt strategy to changing market dynamics and unearth new opportunities
GROWTH PIPELINE ENGINE™

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)


New Business Models
Urbanization
Smart is The New Green
Social Trends
Connectivity & Convergence
Bricks & Clicks
Innovating to Zero
Future of Energy
Health Wellness & Well-Being
Future of Mobility
Future of Infrastructure
Economic Transformation
XaaS
Connected Ecosystems
Digital Led Models
CrowdSourcing
Servicization
Platform Based Models
Mass Customization
Data as a Service
Product as a Service
Sharing Models
Localization
Disaggregation
ICT Cluster
Energy Tech Cluster
Sensors & Instrumentation Cluster
Chemicals Tech Cluster
Materials Tech Cluster
Advanced Manufacturing Cluster
Health Tech Cluster
Microelectronics Cluster
Medical Devices Tech Cluster
Environment Tech Cluster
Mobility
Aerospace & Defense
Agriculture & Nutrition
Financial Services
Chemicals & Materials
Electronics & Sensors
Energy & Environment
Healthcare
Industrial
Information & Communications
Investor Services
Media & Entertainment
CEO & CEO's Team
Investors & Finance
Sales & Marketing
Research & Development
Strategy & Vision
Intelligence / Analysis
Economic Development
Education