



HOXHUNT

**20
25**

**COMPETITIVE
STRATEGY LEADER**

*Transforming Innovation Into High-Growth
Performance and Competitiveness*

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL HUMAN RISK MANAGEMENT INDUSTRY*

F R O S T  S U L L I V A N

Table of Contents

| | |
|---|----------|
| Best Practices Criteria for World-class Performance | 3 |
| Hoxhunt: Redefining Human Risk Management with Innovation and Client Collaboration | 3 |
| Innovation and Adaptability | 3 |
| Gamification as a Catalyst for Engagement | 4 |
| Tailored and Adaptive Learning | 4 |
| Actionable Insights Through Advanced Analytics | 4 |
| Measurable Results and Client-Centric Growth | 4 |
| Delivering Measurable Outcomes | 4 |
| Collaboration with Clients | 4 |
| Expanding Across Industries and Geographies | 5 |
| Overcoming Challenges and Driving Future Innovation | 5 |
| Addressing Implementation Challenges | 6 |
| Innovating for the Future | 6 |
| Conclusion | 6 |
| Best Practices Recognition Analysis | 7 |
| Strategy Innovation | 7 |
| Customer Impact | 7 |
| Best Practices Recognition Analytics Methodology | 8 |
| Inspire the World to Support True Leaders | 8 |
| About Frost & Sullivan | 9 |
| The Growth Pipeline Generator™ | 9 |
| The Innovation Generator™ | 9 |

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. Hoxhunt excels in many of the criteria in the Human Risk Management (HRM) space.

| RECOGNITION CRITERIA | |
|-----------------------------|-------------------------------|
| Strategy Innovation | Customer Impact |
| Strategy Effectiveness | Price/Performance Value |
| Strategy Execution | Customer Purchase Experience |
| Competitive Differentiation | Customer Ownership Experience |
| Executive Team Alignment | Customer Service Experience |
| Stakeholder Integration | Brand Equity |

Hoxhunt: Redefining Human Risk Management with Innovation and Client Collaboration

As organizations grapple with the growing complexity of cyber threats, Hoxhunt has emerged as a leader

“Hoxhunt has transformed traditional cybersecurity training by introducing gamification elements that make learning interactive and competitive. Employees participate in phishing simulations designed to mimic real-world scenarios, earning points and climbing leaderboards as they identify threats. This gamified approach motivates employees to engage with the material actively, fostering a culture of accountability and enthusiasm for cybersecurity.”

- Claudio Stahnke
Industry Analyst

in addressing one of the most significant vulnerabilities—human cyber risk. Hoxhunt has set a high standard in the HRM market by revolutionizing how employees learn and engage with cybersecurity training. Combining cutting-edge technology, gamification, and client-focused innovation, Hoxhunt delivers measurable results that transform employee behavior and bolster organizational defenses. This commitment to innovation and collaboration firmly establishes Hoxhunt as a market leader in combating human-centered cyber threats.

Innovation and Adaptability

At the heart of Hoxhunt’s success lies its ability to innovate and adapt its solutions to meet the evolving demands of cybersecurity. The company’s platform

integrates gamification, behavior-driven interventions, and adaptive learning to create a training experience that is not only effective but also engaging and sustainable.

Gamification as a Catalyst for Engagement

Hoxhunt has transformed traditional cybersecurity training by introducing gamification elements that make learning interactive and competitive. Employees participate in phishing simulations designed to mimic real-world scenarios, earning points and climbing leaderboards as they identify threats. This gamified approach motivates employees to engage with the material actively, fostering a culture of accountability and enthusiasm for cybersecurity.

Unlike generic training programs, Hoxhunt's simulations create a sense of personal investment in learning. Employees are not just participants but active contributors to their organization's cybersecurity posture. This sustained engagement leads to more significant improvements in employee behavior.

Tailored and Adaptive Learning

One of Hoxhunt's most innovative features is its adaptive phishing simulations. These simulations are customized by Hoxhunt's machine learning algorithm based on an employee's role, location, and cybersecurity knowledge, ensuring that each individual receives training aligned with their unique risk profile. For instance, a new hire may face simpler phishing scenarios, while a senior executive encounters more complex simulations that mirror sophisticated threats.

Complementing the simulations are continuous micro-learning modules that provide bite-sized training tailored to an employee's actions and behaviors. For example, employees who click on a phishing training email are immediately provided with specific feedback and follow-up training. This adaptive and personalized approach ensures that training is relevant, impactful, and ongoing.

Actionable Insights Through Advanced Analytics

Hoxhunt also equips organizations with robust analytics tools to monitor and improve their cybersecurity programs. Its customizable reporting dashboard tracks critical metrics, such as phishing click rates, reporting trends, and employee engagement. These insights enable organizations to identify areas for improvement, measure the success of training initiatives, and tailor strategies to meet their specific needs.

By combining these innovations, Hoxhunt ensures its platform remains at the forefront of cybersecurity awareness and Human Risk Management, empowering organizations to address human risk effectively.

Measurable Results and Client-Centric Growth

Hoxhunt's commitment to collaboration and measurable outcomes has been a driving force behind its growth and success. By working closely with clients to co-develop features and tailor solutions, Hoxhunt has built a platform that delivers tangible results and evolves alongside organizational needs.

Delivering Measurable Outcomes

The fundamentally innovative thing about Hoxhunt is how threat-reporting behavior is ingrained, tracked, and rewarded in both simulated and real environments. Trainees are taught to recognize and report

phishing attacks during training, and that behavior is locked in with real-time feedback on real threat reporting.

This is disruptive. The ideal outcome of a phishing attack is a threat report because it alerts the SOC to the danger and accelerates the removal of that danger from the system before damage can spread. Connecting training performance metrics with real threat detection outcomes proves to leadership that risk is being reduced.

This is a landmark departure from the traditional SAT model's simplistic dependency on phishing simulation failure rates. People report potential threats the way they are taught to in training. Hoxhunt uses AI to categorize reported real threats in real time to reduce SOC analysis efforts.

Users receive in-the-moment feedback and gamified rewards when they report a real suspicious email, which reinforces that behavior. With Hoxhunt, the number of both real and simulated threats reported grows steadily over time, proving the real-world impact training has on reducing the risk of a phishing breach.

Collaboration with Clients

Hoxhunt's growth is driven by its client-centric approach. The company actively involves its clients in developing new features, ensuring that its platform meets their needs. For example, organizations have collaborated with Hoxhunt to introduce tools such as proxy integration, dynamic email removal, and

"Hoxhunt's growth is driven by its client-centric approach. The company actively involves its clients in developing new features, ensuring that its platform meets their needs. This collaborative model fosters solid relationships and ensures the platform remains versatile and adaptable."

- Claudio Stahnke
Industry Analyst

expanded language support. This collaborative model fosters solid relationships and ensures the platform remains versatile and adaptable.

Hoxhunt's automation capabilities also contribute to its appeal. By automating phishing simulations and reporting processes, the platform saves time for IT and security teams, allowing them to focus on strategic priorities. This efficiency makes Hoxhunt particularly valuable for resource-constrained organizations.

Expanding Across Industries and Geographies

Hoxhunt's platform is widely adopted across various industries, including finance, energy, and legal. These sectors face stringent security requirements, making Hoxhunt's tailored and adaptive approach an ideal fit. Additionally, the company continues to expand its geographic reach, offering localized solutions that address specific industry challenges.

Hoxhunt has solidified its position as a trusted partner in the HRM market through its commitment to delivering measurable results and collaborating with clients.

Overcoming Challenges and Driving Future Innovation

Hoxhunt's success extends beyond its current achievements. The company's proactive approach to overcoming challenges and its vision for future innovation ensure that it remains a leader in the HRM market.

Addressing Implementation Challenges

Implementing a new cybersecurity training platform can be challenging, but Hoxhunt's thoughtful approach ensures a smooth transition. For example, the company involves HR and leadership teams in the rollout process, fostering buy-in and alignment with organizational culture.

Hoxhunt also addresses potential sensitivities in phishing simulations by allowing organizations to customize or disable specific templates. Users can also participate in harder training by choosing 'spicy mode'. This flexibility ensures that training aligns with cultural and operational values, enhancing effectiveness and acceptance.

Innovating for the Future

Hoxhunt continues to invest in innovation to stay ahead of emerging cybersecurity challenges. Future plans include:

- **Advanced Phishing Simulations:** Leveraging AI and machine learning to create smarter simulations that mimic real-world threats with even greater precision.
- **Industry-Specific Training Modules:** Expanding regulatory-aligned modules (e.g., GDPR, HIPAA) to enhance relevance for highly regulated industries.

By focusing on these initiatives, Hoxhunt ensures that its platform evolves to meet the changing needs of its clients and the cybersecurity landscape.

Conclusion

Hoxhunt has redefined cybersecurity awareness training by combining innovation, adaptability, and measurable results. Its gamified and behavior-driven platform transforms how organizations address human risk, delivering tangible improvements in cybersecurity posture. With its strong overall performance, Hoxhunt earns Frost & Sullivan's 2025 Global Competitive Strategy Leadership Recognition in the Human Risk Management industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership 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 Competitive Strategy Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes best practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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.

| STEP | | VALUE IMPACT | |
|------|-------------------------------|--|--|
| | | 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

