FROST & SULLIVAN

2024
TECHNOLOGY INNOVATION LEADER

IN THE GLOBAL MODERN SIEM INDUSTRY

FROST & SULLIVAN

2024 **BEST PRACTICES AWARD**

NSFOCUS

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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. NSFOCUS excels in many of the criteria in the Global Modern SIEM space.

The Transformation of the Global Modern SIEM Industry

The Global Modern SIEM industry is experiencing a rapid transformation driven by the integration of advanced technologies such as AI, ML, Automation and Security Analytics. As organizations are increasingly adopting cloud solutions while sophisticated cyber threats continue to rise, securing organization's IT environments become challenging. Organizations are required to shift from reactive to proactive cybersecurity strategies, reshaping their approach and requirements for advanced SIEM solutions

"NSFOCUS demonstrates a strong commitment to innovation, investing heavily in R&D activities. Its flagship product ISOP features a unique modular architecture and integrates emerging technologies such as AISecOps and SecLLM. NSFOCUS's commitment to continuous improvement positions it as a leader in the cybersecurity industry and strengthens its ability to attract and retain customers."

Chiew Long Quan
Consultant

Growth Potential

NSFOCUS demonstrates significant growth potential through its commitment to innovation and strategic global expansion, which enhanced its market presence in the Global Modern SIEM industry and strengthened customer engagement. NSFOCUS's flagship product, Intelligent Security Operations Platform (ISOP) has solidified its position in this market. ISOP integrates advanced technologies that streamline security operations and effectively manage cyber threats. This innovative platform addresses evolving requirements of customers, ensuring that NSFOCUS remains at the forefront of industry standards.

Over the years, NSFOCUS has successfully expanded from a strong foothold in the Chinese market to a broader global presence, establishing offices across the Americas, EMEA, and APAC regions. This strategic expansion allows NSFOCUS to tap into diverse markets and customer bases, enhancing its international visibility and influence within the cybersecurity industry. Through its innovative solutions and strategic global expansion approach, NSFOCUS is poised for a strong growth in the competitive cybersecurity landscape.

Customer Acquisition

By fostering strategic partnerships with leading IT and security companies and its global expansion over the past few years, NSFOCUS has been able to expand its customer base and strengthen its service offerings. It's approach to geographic expansion has not only driven its business growth across industries, but also has cultivated a loyal and continuously growing customer base.

NSFOCUS offers a customer-centric pricing model, allowing businesses to pay only for the features they require. This approach simplifies budgeting for cybersecurity investments and aligns closely with customer needs, fostering a more engaging and satisfying user experience. By enabling businesses to allocate resources effectively, NSFOCUS ensures that customers can optimize their cybersecurity measures without incurring unnecessary costs. Its pricing flexibility enhances user satisfaction and makes NSFOCUS an attractive choice for businesses investing in cybersecurity solutions.

Commitment to Innovation

NSFOCUS has a strong commitment to innovation, which is evident by its continuous adoption of emerging technologies that enhance product performance and customer satisfaction. Its flagship product, ISOP features a unique modular architecture that allows users to select and activate specific functionalities based on their operational needs. That enables organizations to swiftly establish their own autonomous Security Operations Centers (SOCs) or integrate ISOP with existing SOC or SIEM systems. Another key innovation is the AISecOps feature, which utilizes AI-driven algorithms for intelligent alert and noise reduction, allowing security teams to filter out irrelevant alerts. Moreover, NSFOCUS's strong focus on research and development drives the creation of advanced solutions, such as the Security Large Language Model (SecLLM), showcasing its dedication to leveraging cutting-edge technology to tackle complex cybersecurity challenges. NSFOCUS's proactive approach to integrating innovative technologies into its offerings not only enhances product performance but also ensures that the company remains responsive to emerging threats and evolving customer requirements.

> *"NSFOCUS demonstrates significant growth potential, driven by its innovative flagship product, ISOP, which integrates multiple advanced technologies. This comprehensive platform not only enhances operational efficiency but also allows for customization to meet diverse customer needs, strengthening customer acquisition across various sectors."*
>
> ***Chiew Long Quan***
> ***Consultant***

Application Diversity

Intelligent Security Operations Platform (ISOP) integrates multiple advanced technologies to serve various applications across diverse environments. It incorporates functionalities such as Next-Gen SIEM, Extended Detection and Response (XDR) and Security Orchestration, Automation and Response (SOAR), allowing

customers to streamline their security operations effectively. By combining these capabilities into a single unified platform, NSFOCUS addresses the challenges posed by complex network environments and the need for efficient threat management. Additionally, ISOP supports integration with other security devices, facilitating in-depth multi-source correlation analysis and reducing alert fatigue through intelligent triage processes.

Conclusion

NSFOCUS demonstrates excellent commitment to Innovation, its flagship product, ISOP allows organizations to customize functionalities according to their operational needs and addresses challenges posed by complex network environments. NSFOCUS continues to enhance its security capability by developing an AI security capability platform called NSFOCUS NSFGPT, which utilizes large model as its core. This platform enhances operational efficiency and foster innovative security solutions for users, by integrating its security platform (ISOP) with AI capabilities. It focuses on 4 security operation scenarios, including intelligent alarm noise reduction, deep threat analysis and response, intelligent threat intelligence, and security knowledge Q&A. The company's focus on customer-centric solutions and innovative pricing models has strengthened its market position and fostered customer loyalty. NSFOCUS's ability to develop and integrate technology that serves multiple applications across diverse environments not only enhances product performance but also positions the company as one of the leaders in the Global Modern SIEM industry. With its strong overall performance, NSFOCUS earns Frost & Sullivan's 2024 Global Technology Innovation Leadership Recognition in the Modern SIEM industry.

What You Need to Know about the Technology Innovation Leadership Recognition

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

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

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 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 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:

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