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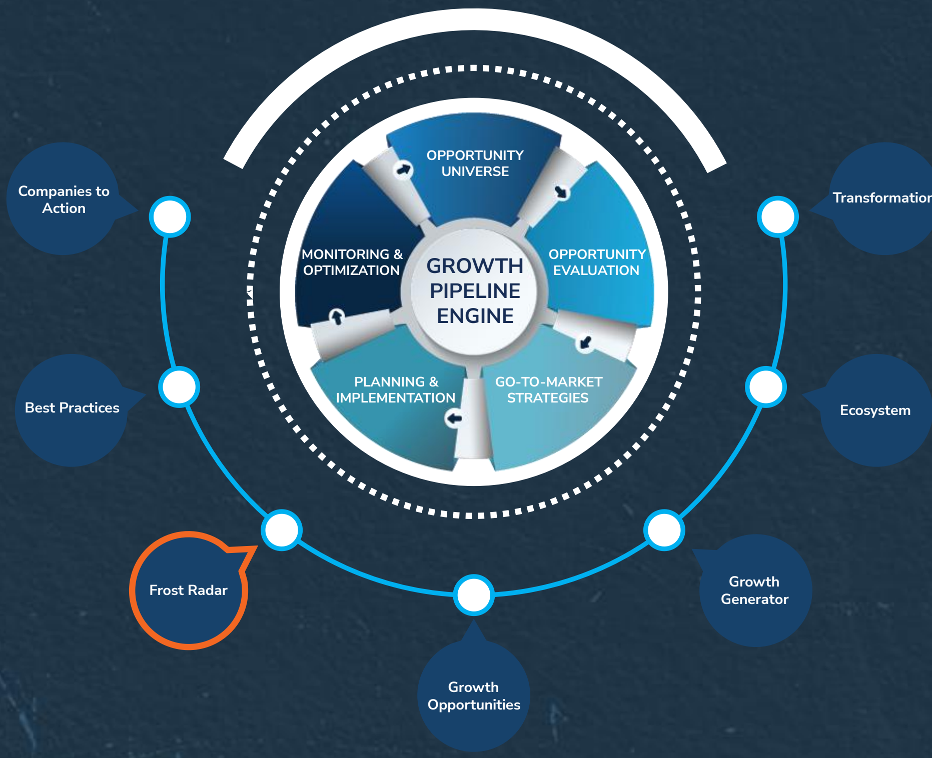
Frost Radar™: Extended Detection and Response, 2024

A Benchmarking System to Spark Companies to Action - Innovation That Fuels New Deal Flow and Growth Pipelines



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Strategic Imperative and Growth Environment

Source: Frost & Sullivan

Strategic Imperative

- Machine learning (ML), artificial intelligence (AI) and generative AI (GenAI), and big data have redefined technology design, delivery, and user and environment interaction. Almost all industries and disciplines are taking advantage of at least some of them.
- Cybersecurity is not an exception: security providers consistently leverage these tools to analyze the growing amounts of threat information, consequently boosting threat prevention, detection, response, and the ability to react to previously unseen attacks and zero-day threats. For the foreseeable future, the importance of analyzing vast amounts of data and allowing software to learn from it will continue to increase.
- Organizations will need solutions that can provide automation, robust analytic capabilities, and data-driven security to prevent threats in addition to detect and respond to them. Extended detection and response (XDR) will continue to flourish because of the solution's core capabilities as well as integration with threat intelligence.
- Across the world, many organizations are still undergoing a digital transformation. Enterprises and governments' attack surfaces continue to grow and become more complex as they establish cloud strategies and adopt new security controls and tools to protect their hybrid environments. The growing number and sophistication of cyber threats, coupled with the lack of cybersecurity professionals in most regions, makes securing business-critical assets a challenge.
- An effective security strategy in the post-perimeter world requires close coordination between security controls and the dismantling of cybersecurity silos. As a unifying tool, XDR can ease organizations into reshaping their security posture and help them focus on the most important issues, thanks to its overarching visibility of the environment.

Strategic Imperative (continued)

- XDR vendors are slowly but surely filling ecosystem niches through different integrations and core capabilities, which will result in specific solutions that provide visibility over the most varied environments.
- Cybersecurity is a fast-evolving and innovative industry. Broader technological and social trends call for a generation of security solutions that are more effective and easier to use. In such an environment, vendors must continuously innovate to maintain a competitive edge. XDR is a great example of this competitive nature, with vendors aiming to go above and beyond to meet customers' needs.
- XDR has become an essential tool in many security vendors’ arsenals, but its ubiquity does not mean that all XDR solutions address similar use cases; in fact, each vendor provides specific integrations and features that make its solution stand out.
- XDR vendors are not only competing among themselves, but also with managed detection and response (MDR) and managed security service (MSS) providers that can deliver on the promise of comprehensive security in a different way. Because of this, XDR will continue to evolve to deliver end-to-end security in a fiercely competitive context.

Source: Frost & Sullivan

Growth Environment

- The XDR market is fast-growing, even compared with other markets in the cybersecurity industry. Its revenue growth rate for 2024 is expected to be 38.7%, and its compound annual growth rate (CAGR) for the 2024–2027 period is anticipated to be 24.9%—an impressive percentage even before considering that XDR is now a more mature security solution.
- Organizations going through a digital transformation need to secure increasingly complex environments. Work-from-home and hybrid work models are here to stay, meaning that hybrid cloud and multicloud environments that include massive mobile device fleets are becoming more common across the board. Additionally, a growing number of enterprises and government organizations are leveraging operational technology (OT), and internet of things (IoT) devices to multiply efficiency, but these tools are vulnerable to attacks and are high-potential and -reward targets for cybercriminals.
- The number and sophistication of attacks continue to increase each year as threat actors collaborate among themselves through processes such as ransomware-as-a-service; use AI to gather data for phishing attacks and to write malicious code; and occasionally count on nation-states to back them. Because of this, organizations demand visibility and actionability across these opaque environments; integration to simplify the management and the development of a solid security posture; correlation and analytics to detect complex threats; ML, AI, and automation capabilities to allow security analysts to focus on important alerts and decisions; and high-quality threat intelligence to prevent threats and increase cyber resilience. XDR delivers on these capabilities, allowing it to succeed in an extremely competitive environment.

Source: Frost & Sullivan

Growth Environment (continued)

- For a long time, XDR's complexity meant that only organizations with extensive cybersecurity budgets or with sizeable teams of experienced security analysts could leverage the solution effectively. However, advancements in automation, ML, AI (including GenAI and security assistants), improvements to the user interface (UI), additions of graphical representations of the environment to follow the attack story, and effectiveness of the solution to significantly reduce the number of alerts that reach analysts have made XDR platforms useful for smaller organizations and teams. Large organizations and the mid-market continue to be the highest revenue contributors for XDR, but SMBs are the fastest growing in 2024.
- North America leads the adoption of XDR and EMEA is a close second because of the regions' high security maturity. Organizations in these locations have complex use cases and understand the need for highly developed cybersecurity strategies. North America and EMEA will remain greenfields for growth for the foreseeable future.
- Latin America and Asia-Pacific contribute considerably less revenue but will grow at significantly faster rates as more companies realize the benefits of XDR. While these regions have lower security maturity levels, the latest XDR trends (including GenAI, additional third-party integration, and usability features) are disproportionately affecting how smaller and less-mature organizations interact with the solution and how they can leverage it to protect their evolving environments during a digital transformation.
- XDR's visibility over multiple and heterogeneous environments such as OT, IoT, and containers is attractive to manufacturing, utilities, technology, telecommunications, transportation, and government organizations, although financial organizations' demand for effective and sophisticated security still means they lead the adoption of XDR and will continue to do so for the foreseeable future.

Source: Frost & Sullivan

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Frost Radar™: Extended Detection and Response, 2024

Source: Frost & Sullivan

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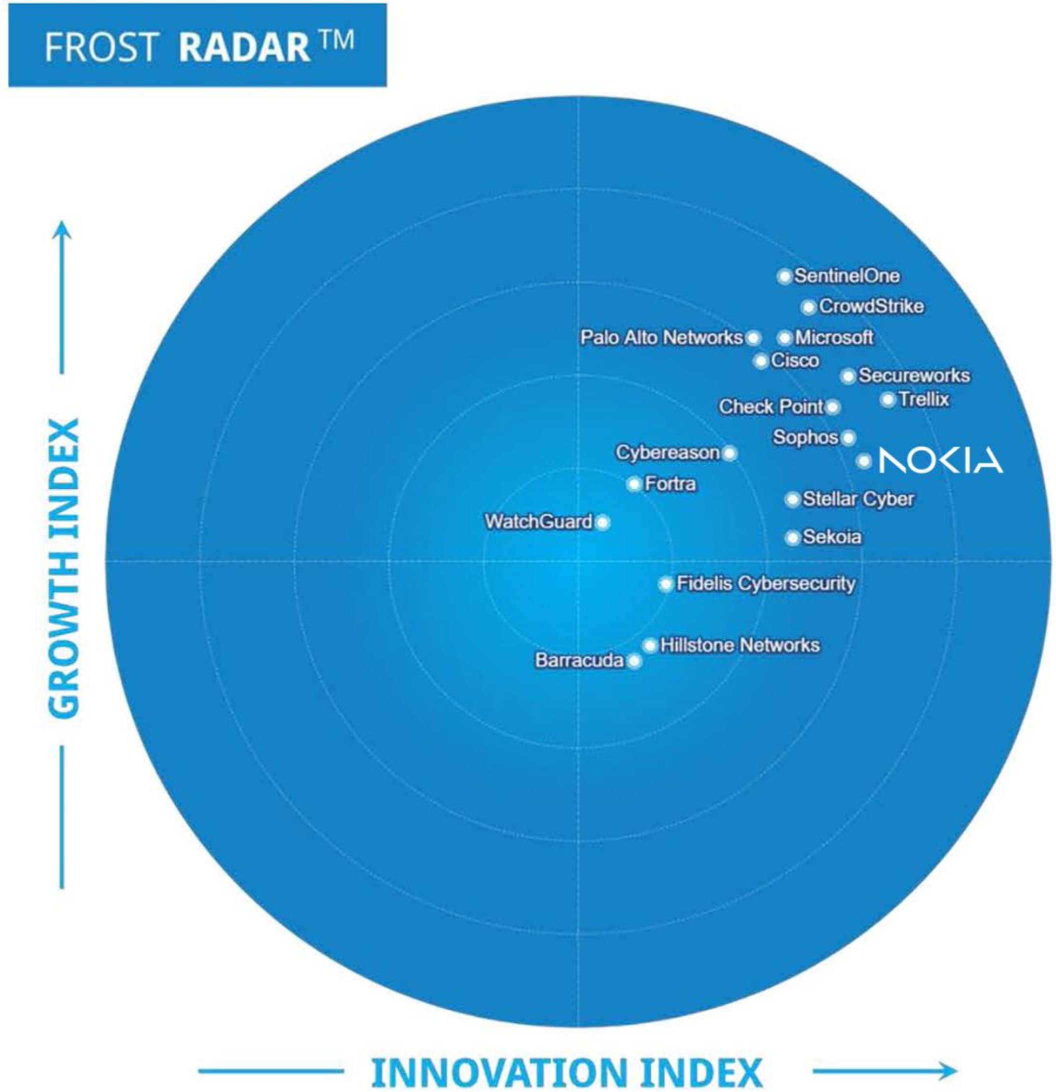

Source: Frost & Sullivan

Frost Radar™ Competitive Environment

- From a fiercely competitive field of more than 80 industry participants with annual revenue exceeding $1 million, Frost & Sullivan independently plotted 18 growth and innovation leaders on this Frost Radar™.
- Organizations are looking to consolidate their security, simplify the management of increasingly complex environments and security controls, augment their resilience against the onslaught of sophisticated threats, and make their security budgets and investments count. While XDR can certainly address these issues effectively, it is not the only solution category or market to do so: adjacent markets, such as MDR (especially those players that leverage XDR technology to offer the service), and comprehensive approaches like those of MSSPs can do so as well. Because of this, competition transcends the XDR space, and, in the eyes of consumers, XDR players are pitched against many others outside the space, creating a highly competitive cybersecurity industry megaspace. In addition, many XDR players deliver managed XDR or MDR services, many MSSPs leverage XDR/MDR as part of their managed offering, and some XDR players partner directly with MSSPs to reach SMBs and other tough customer groups.
- XDR approaches continue to be as varied as players in the market, and the traditional divide between native (vendors integrating only their own, usually comprehensive, portfolio), hybrid (vendors requiring or preferring a few native integrations but being open for everything else), and open (vendors focused on third-party integration and open architectures), has become muddled. Top competitors in the space overwhelmingly provide at the very least a few third-party integrations, and they are hybrid or open, although some retain a strong native-first focus.
- The three core promises of XDR continue to be integration (particularly third-party, vendor-agnostic integration), meaningful automation (that includes GenAI capabilities), and cross-layered threat detection and response across a wide range of security vectors. The value of ingesting data from various environments continues to increase, as several vendors focus on providing visibility across OT, IoT, container, and many other uncommon or specific signals and deployments.

Source: Frost & Sullivan

Frost Radar™ Competitive Environment (continued)

- Threat intelligence and identity sources are more important than ever as XDR slowly shifts from a reactive to a proactive security approach. Simplification features beyond automation (e.g., intuitive UI, threat investigation graphs, comprehensive attack stories, and collaboration tools) can boost security teams when AI and ML alone are not enough; because of this, many XDR vendors are improving these value-multiplying features of their solutions. Alleviating the shortage of cybersecurity personnel and supporting AI features through threat intelligence and identity-focused approaches and usability improvements will likely become another core aspect of XDR.
- It is extremely challenging to rate the complexity, variety, and different approaches of all XDR vendors and their solutions. Frost & Sullivan considered the core promises of XDR, considering first- and third-party integrations, visibility across multiple security vectors, security operations processes, usability and collaboration features, threat intelligence capabilities, inclusion of identity threat detection and response capabilities, ML and AI capabilities, development and integration of GenAI tools, adequacy of strategy to target customers, R&D spending, revenue share and growth, sales and marketing, and myriad other factors. Frost & Sullivan also conducted interviews with customers of these solutions, asking questions about the vendors they are using or have used in 2024 and gaining insights about customer satisfaction, customer alignment, and intangible factors that contribute to the overall customer experience.
- Ultimately, the differences between top competitors are relatively small, which makes every vendor appearing on this Frost Radar™ an ideal partner to fit the needs of different types of customers according to their approach and environment coverage.

Frost Radar™ Competitive Environment (continued)

- Frost Radar™ Growth Index leaders SentinelOne, CrowdStrike, Microsoft, Palo Alto Networks, and Cisco have managed to exploit the breadth of their security coverage to deliver generalist XDR solutions that can address the needs of customers across all major industries and regions.
- SentinelOne and CrowdStrike leverage their incredibly solid growth pipelines and marketing strategies to obtain the highest market shares and revenue growth in the market. Both are investing in many of the most important industry developments and market trends, and the robustness of their detection and response capabilities will continue to drive revenue growth for the foreseeable future.
- The strong positions of Microsoft, Palo Alto Networks, and Cisco reflect their ability to succeed in an incredibly competitive space. Microsoft's greatest differentiator lies in its AI, ML, and GenAI capabilities, as well as the massive amounts of threat data that increases customers' cyber resilience. Palo Alto Networks has top-tier threat intelligence and a large ecosystem of integrations through Cortex XSOAR, in addition to excellent detection and response capabilities. Cisco is a relatively new market entrant, but it has carved out a niche in the XDR market thanks to a more open approach to the solution than the other Growth Index leaders and its visibility across the ecosystem.
- The Innovation Index standouts include Trellix, Nokia, Secureworks, Sophos, and Check Point Software. What groups these vendors together is not their heterogeneous market shares or growth pipelines, but their incredibly robust R&D initiatives and their willingness to push the boundaries of XDR to address the needs of more targeted groups of customers.
- Trellix is the overall Innovation Index leader, thanks to its massive, out-of-the-box ecosystem of integrations; advanced orchestration, automation, and GenAI capabilities; comprehensive visibility across threat vectors; high-quality threat intelligence; and more.

Source: Frost & Sullivan

Frost Radar™ Competitive Environment (continued)

- Nokia has the second-highest score on the Innovation Index. The vendor has a smaller market share than other innovation and growth leaders but effectively delivers on all the promises of XDR via a comprehensive platform focused on addressing the needs of telecommunications, government, and mission-critical organizations with highly complex environments that include enterprise OT.
- Secureworks relies on its open approach to XDR including 350 integrations, APIs, and SDKs, and combines it with intuitive investigation timelines, third-party threat intelligence, automation, and integration with vulnerability and identity threat detection and response to add preventive capabilities and deliver comprehensive security.
- Check Point Software and Sophos have hybrid approaches, offering both native and third-party integrations and leveraging their presence across other spaces in the cybersecurity industry. Check Point Software has a proactive approach, delivered by integration with its ITDR solution and threat intelligence with personalized recommendations. Sophos offers more third-party integrations, very high visibility across complex customer environments, and several features related to prevention. Both players leverage sophisticated GenAI tools to reduce investigation time and empower analysts.
- Stellar Cyber and Sekoia may not have the large market shares of the other top players, but they are growing rapidly thanks to their platform-based, fully open XDR approach. Both have large ecosystems of integrations and partnerships with other cybersecurity leaders as well as the option for customers to request new integrations at will. They are the most flexible players in the market, and they are incredibly close to becoming innovation leaders in the space.
- Cybereason has an established market presence coupled with differentiators as an XDR solution: its patented detection engine and its open capabilities. However, the firm is still developing the most advanced features that other top competitors already have, such as GenAI. Nonetheless, it is well positioned to grow across both indexes as it continues to focus and invest in this space.

Frost Radar™ Competitive Environment (continued)

- Fortra and WatchGuard provide effective XDR capabilities to address most use cases and customer pain points. Their solutions still need to mature, as they lack either the highly advanced GenAI capabilities, the large ecosystems of third-party integrations and visibility, or the forward-looking preventive tools of other top XDR solutions. They are, however, well established in terms of revenue and are poised to improve their Frost Radar™ positions as they invest in additional XDR innovations.
- Fidelis Cybersecurity offers some innovative capabilities as part of its XDR solution, including high-speed, real-time traffic decryption to detect threats in nested files and encrypted traffic and a growing ecosystem of integrations that includes APIs for custom ones. However, the solution is still behind other top players in terms of innovation. As the firm continues to invest in R&D, its future looks promising.
- Barracuda and Hillstone Networks offer solid XDR solutions with use case differentiators but exhibit lower growth than other leading competitors. These players still need to drive revenue growth by expanding vertically and regionally and continue developing their products with additional AI and GenAI capabilities, integration, prevention, and visibility to establish themselves more firmly in the market.
- Several key vendors (including ReliaQuest, VMware, Rapid7, Fortinet, and Trend Micro) were considered for this Frost Radar™ analysis but chose not to participate. Because of the lack of sufficient secondary information for benchmarking, they were not included.

Source: Frost & Sullivan

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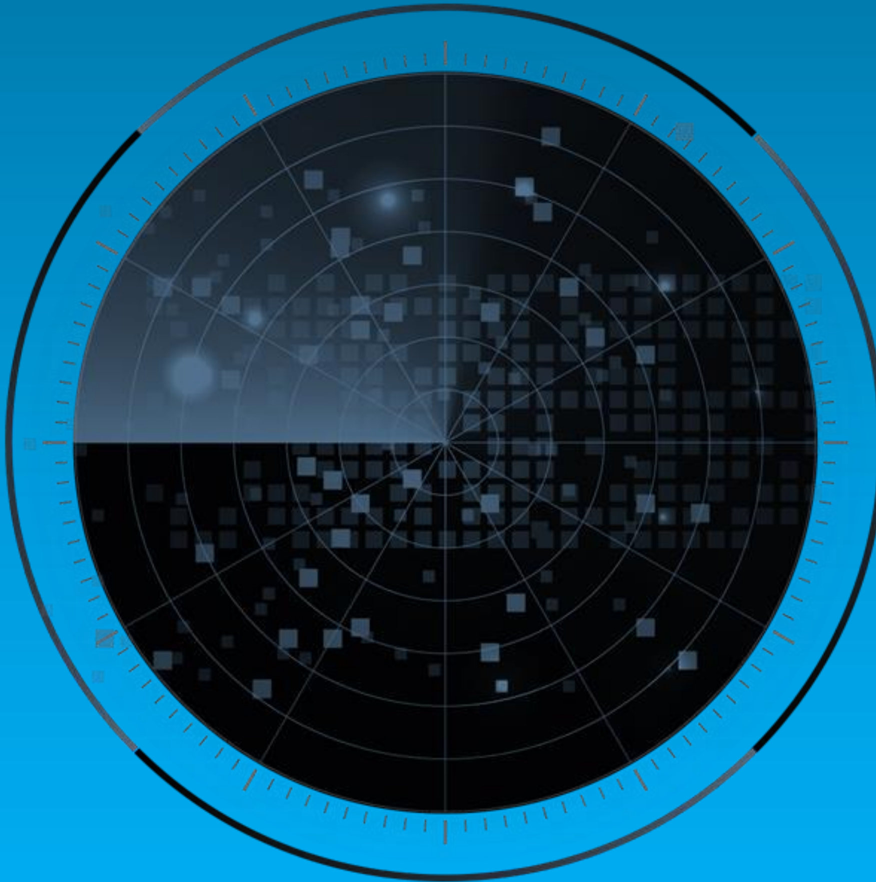
Frost Radar™: Companies to Action



Source: Frost & Sullivan

Nokia

INNOVATION

- In 2021, Nokia launched its XDR solution, NetGuard Cybersecurity Dome. It is a cloud-based security orchestration and incident response solution built on XDR architecture, with a unique focus on addressing the use cases and specific security issues for telecommunication companies and mission-critical organizations. The solution provides visibility and actionability over the core environments (endpoint, network, and cloud) and enterprise OT (e.g., transportation, energy, government, and defense), IoT, and telco networks (RAN, transport, and core).

- Integrations with SIEM, SOAR, and UEBA provide NetGuard with a unified way of looking at threats and alerts and coordinating a response across the environment. The solution leverages real-time threat intelligence and network-based sensors to prevent, detect, identify, and investigate threats effectively. NetGuard capabilities are tailored and designed for telco-centric and mission-critical use cases, to protect critical network functions, and with endpoint and network detection and response that adheres to global and local telecommunication regulations. The solution acts as the central intelligence hub for the entire 5G network and can provide automated security in real time, even for isolated 5G network slices.

- In terms of visibility and user interfaces, Nokia's NetGuard Cybersecurity Dome provides a highly detailed, intuitive, and centralized view of the environment. This includes geographical and logical network representations with contextual information (including interconnectivity information that allows customers to properly measure the effects of an attack on any part of the infrastructure), dashboards, charts, and custom reports aided by GenAI and LLM technology.

Nokia (continued)

INNOVATION

- Nokia leverages AI and automation to enhance the detection and response process, including playbooks with automated workflows for remediation. It has invested in the development of a telco-centric GenAI leveraging LLMs hosted on Microsoft Azure OpenAI Service.
- Nokia developed a RAG (retrieval-augmented generation) trained model with a data set that comprises 5G RAN, transport, and core network architecture, its own best practices and security knowledge, 3GPP and NIST standards, MITRE ATT&CK framework techniques, and FiGHT (5G Hierarchy of Threats, a knowledge base of tactics and techniques for attacks against 5G), to provide top-tier support for security analysts. The GenAI assistant tool can provide summarization, detailed analysis of threats and incidents, guided resolution, and automated reporting.
- Nokia's roadmap includes additional development of automation and GenAI capabilities to accelerate response times against threats, introducing new digital certifications to provide quantum security, developing automated audit compliance, and integrating privileged access management to improve prevention capabilities.

Nokia (continued)

GROWTH

- Nokia's XDR efforts are dedicated to telecommunications and mission-critical organizations, most of which are large or very large enterprises. Nokia is one of the few competitors that has a significant presence in every region of the world, with great traction in North America and Asia-Pacific.
- Nokia leverages direct sales to communication service providers (CSPs)—its ideal customers— and works with system integrator partners to extend its reach across regions. To drive awareness and foster collaboration, Nokia participates in industry events and conferences and hosts its own physical and virtual events (The Security Circle) with security experts, CSPs, and industry leaders.
- Nokia recently established a partnership with hyperscaler giant Microsoft to combine its AI expertise and scalability capabilities with Nokia's telecommunications expertise, enhancing the cyber resilience of its customers.
- Nokia's pricing model is also strongly aligned with CSPs' needs, with a SaaS model deployment through the Microsoft Azure public cloud, minimal hardware components that drive prices down, and subscription-based licensing with different tiers based on usage, features, and the level of support required.
- The firm provides training and assistance to customers during initial setup and deployment and provides dedicated account managers for additional support. Nokia also sets regular checkups with customers to understand their changing needs and asks for feedback to guide product development.

Nokia (continued)

FROST PERSPECTIVE

- Nokia has earned its place as an innovation leader on the Frost Radar™, with the second-highest score on the Innovation Index for 2024.
- Nokia's innovation capabilities and roadmap are in line with the most important trends in the cybersecurity industry and in the future development of XDR. Its features, frameworks, and R&D processes are aligned with its target market in a way few other vendors can claim.
- Nokia understands that the security focus is shifting from response to prevention. Because of this, it leverages its two identity solutions (IAM and audit compliance manager) for optional, added prevention capabilities into NetGuard. To keep its place among the innovation leaders of the XDR market, the firm should continue to invest in these initiatives, developing its GenAI, environment coverage, and detection capabilities to leverage future growth opportunities.
- Nokia has a unique position in the market as the vendor of choice for telecommunications enterprises, thanks to its comprehensive coverage of telco and OT environments, strong know-how of the industry, connections to the market, and technology capabilities. The firm has wisely leveraged these capabilities to expand into other markets and serve the needs of enterprises in essential service environments such as transportation, utilities, defense, and oil and gas. In the face of sophisticated cyber threats targeting critical infrastructure, the security needs of these organizations will continue to grow, and they will need partners, such as Nokia, to increase their cyber resilience. To leverage future growth opportunities and deliver on these organizations' use cases, Nokia should continue expanding its environmental coverage and developing specific capabilities for these industries.

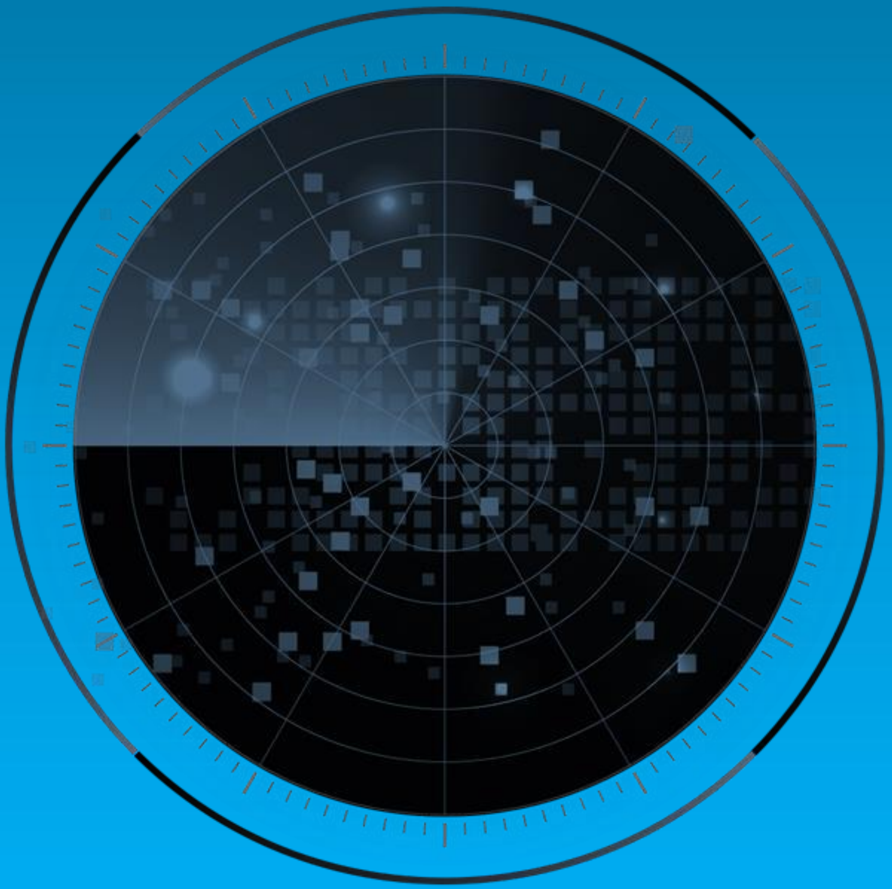
Source: Frost & Sullivan

Nokia (continued)

FROST PERSPECTIVE

- While a platform, third-party-focused approach is not right for Nokia's highly focused NetGuard, additional partnerships with other cybersecurity vendors and providers might prove as fruitful as the ones with Titan.ium, Infoblox, Palo Alto Networks, and Microsoft, and Nokia should consider this carefully. Threat intelligence could be an area that is as synergistic as AI and provide increased scalability through enhanced prevention as well.

Best Practices & Growth Opportunities



Source: Frost & Sullivan

Best Practices

1

From its inception, XDR unified and merged technological capabilities and leveraged correlation, analytics, and data from disparate security controls to deliver comprehensive detection and response. As threats become more sophisticated, XDR must shift its paradigm and include proactive security measures. Successful vendors are including integration with identity environments, ITDR capabilities, threat intelligence feeds and recommendations, and more to deliver on the most advanced use cases that organizations are demanding.

2

Vendors should shift away from native-first approaches and continue to broaden their scope and coverage by including more third-party integrations. This can be done through partnerships (as many vendors with comprehensive portfolios do), via out-of-the-box and built-in integrations embedded into the platform, through SDKs and public APIs; or leveraging integration with SIEM solutions. Flexibility needs to be at the core of what XDR brings, together with detection and response, automation, and prevention.

3

GenAI assistants are a force multiplier that provide several advantages to security operations, including the upleveling and upscaling of security analysts. Organizations that are not yet investing in this technology should reconsider their GenAI strategy, while those that are should continue to look for additional use cases to apply this technology effectively in ways that enhance cyber resilience.

Source: Frost & Sullivan

Growth Opportunities

1

XDR's integration capabilities mean that it can provide visibility across even the most opaque environments. Because of this, XDR vendors must extend their coverage and detection and response capabilities across the environment, and especially consider OT, IoT, containers, and identity. The development of specific connectors and sensors, as well as the training of ML and AI models on data sets that contain precise information on attacks against companies in underserved verticals, will allow players to find their niche.

2

SMBs and the Asia-Pacific and Latin American regions had been underserved, but the development of automation capabilities in XDR will increase their adoption of the solution. Continuing the development of GenAI security assistants; adding multitenancy support and centralized management; improving usability with intuitive UIs, attack story maps and graphs, simplified threat hunting, and DFIR processes; and leveraging channel partners will enable XDR vendors to expand into these markets more easily.

3

Frost & Sullivan's Voice of the Enterprise Customer survey found that nearly 3 in 5 organizations consider the changing regulatory landscape crucial or very important in driving their security strategy. Cybersecurity regulations are numerous, especially across North America and Europe. XDR vendors would benefit from developing or enhancing features that help organizations meet regulatory compliance requirements with detailed reports and automatic compliance checks.

Source: Frost & Sullivan

Frost Radar™ Analytics

Source: Frost & Sullivan

Frost Radar™: Benchmarking Future Growth Potential
2 Major Indices, 10 Analytical Ingredients, 1 Platform

Growth Index

Growth Index (GI) is a measure of a company's growth performance and track record, along with its ability to develop and execute a fully aligned growth strategy and vision; a robust growth pipeline system; and effective market, competitor, and end-user focused sales and marketing strategies.

GI1

MARKET SHARE (PREVIOUS 3 YEARS)
This is a comparison of a company's market share relative to its competitors in a given market space for the previous 3 years.

GI2

REVENUE GROWTH (PREVIOUS 3 YEARS)
This is a look at a company's revenue growth rate for the previous 3 years in the market/industry/category that forms the context for the given Frost Radar™.

GI3

GROWTH PIPELINE
This is an evaluation of the strength and leverage of a company's growth pipeline system to continuously capture, analyze, and prioritize its universe of growth opportunities.

GI4

VISION AND STRATEGY
This is an assessment of how well a company's growth strategy is aligned with its vision. Are the investments that a company is making in new products and markets consistent with the stated vision?

GI5

SALES AND MARKETING
This is a measure of the effectiveness of a company's sales and marketing efforts in helping it drive demand and achieve its growth objectives.

Source: Frost & Sullivan

Frost Radar™: Benchmarking Future Growth Potential
2 Major Indices, 10 Analytical Ingredients, 1 Platform (continued)

Innovation Index

Innovation Index (II) is a measure of a company's ability to develop products/ services/ solutions (with a clear understanding of disruptive Mega Trends) that are globally applicable, are able to evolve and expand to serve multiple markets and are aligned to customers' changing needs.

II1

INNOVATION SCALABILITY
This determines whether an organization's innovations are globally scalable and applicable in both developing and mature markets, and also in adjacent and non-adjacent industry verticals.

II2

RESEARCH AND DEVELOPMENT
This is a measure of the efficacy of a company's R&D strategy, as determined by the size of its R&D investment and how it feeds the innovation pipeline.

II3

PRODUCT PORTFOLIO
This is a measure of a company's product portfolio, focusing on the relative contribution of new products to its annual revenue.

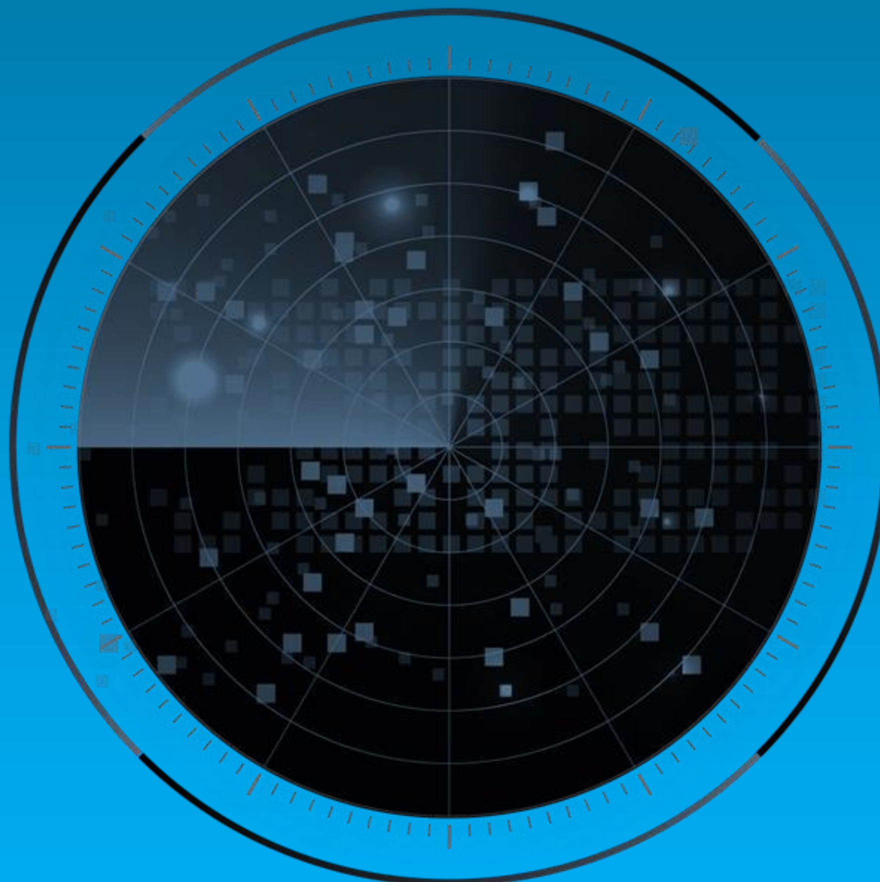
II4

MEGA TRENDS LEVERAGE
This is an assessment of a company's proactive leverage of evolving, long-term opportunities and new business models, as the foundation of its innovation pipeline. An explanation of Mega Trends can be found here.

II5

CUSTOMER ALIGNMENT
This evaluates the applicability of a company's products/services/solutions to current and potential customers, as well as how its innovation strategy is influenced by evolving customer needs.

Next Steps: Leveraging the Frost Radar™ to Empower Key Stakeholders



Source: Frost & Sullivan

Significance of Being on the Frost Radar™

Companies plotted on the Frost Radar™ are the leaders in the industry for growth, innovation, or both. They are instrumental in advancing the industry into the future.

GROWTH POTENTIAL

Your organization has significant future growth potential, which makes it a Company to Action.

BEST PRACTICES

Your organization is well positioned to shape Growth Pipeline ™ best practices in your industry.

COMPETITIVE INTENSITY

Your organization is one of the key drivers of competitive intensity in the growth environment.

CUSTOMER VALUE

Your organization has demonstrated the ability to significantly enhance its customer value proposition.

PARTNER POTENTIAL

Your organization is top of mind for customers, investors, value chain partners, and future talent as a significant value provider.

Source: Frost & Sullivan

Frost Radar™ Empowers the CEOs Growth Team

STRATEGIC IMPERATIVE

- Growth is increasingly difficult to achieve.
- Competitive intensity is high.
- More collaboration, teamwork, and focus are needed.
- The growth environment is complex.

LEVERAGING THE FROST RADAR™

- The Growth Team has the tools needed to foster a collaborative environment among the entire management team to drive best practices.
- The Growth Team has a measurement platform to assess future growth potential.
- The Growth Team has the ability to support the CEO with a powerful Growth Pipeline™.

NEXT STEPS

- **Growth Pipeline Audit™**
- **Growth Pipeline as a Service™**
- **Growth Pipeline™ Dialogue with Team Frost**

Frost Radar™ Empowers Investors

STRATEGIC IMPERATIVE

- Deal flow is low and competition is high.
- Due diligence is hampered by industry complexity.
- Portfolio management is not effective.

LEVERAGING THE FROST RADAR™

- Investors can focus on future growth potential by creating a powerful pipeline of Companies to Action for high-potential investments.
- Investors can perform due diligence that improves accuracy and accelerates the deal process.
- Investors can realize the maximum internal rate of return and ensure long-term success for shareholders.
- Investors can continually benchmark performance with best practices for optimal portfolio management.

NEXT STEPS

- **Growth Pipeline™ Dialogue**
- **Opportunity Universe Workshop**
- **Growth Pipeline Audit™ as Mandated Due Diligence**

Source: Frost & Sullivan

Frost Radar™ Empowers Customers

STRATEGIC IMPERATIVE

- Solutions are increasingly complex and have long-term implications.
- Vendor solutions can be confusing.
- Vendor volatility adds to the uncertainty.

LEVERAGING THE FROST RADAR™

- Customers have an analytical framework to benchmark potential vendors and identify partners that will provide powerful, long-term solutions.
- Customers can evaluate the most innovative solutions and understand how different solutions would meet their needs.
- Customers gain a long-term perspective on vendor partnerships.

NEXT STEPS

- **Growth Pipeline™ Dialogue**
- **Growth Pipeline™ Diagnostic**
- **Frost Radar Benchmarking System**

Source: Frost & Sullivan

Frost Radar™ Empowers the Board of Directors

STRATEGIC IMPERATIVE	LEVERAGING THE FROST RADAR™	NEXT STEPS
• Growth is increasingly difficult; CEOs require guidance. • The Growth Environment requires complex navigational skills. • The customer value chain is changing.	• The Board of Directors has a unique measurement system to ensure oversight of the company's long-term success. • The Board of Directors has a discussion platform that centers on the driving issues, benchmarks, and best practices that will protect shareholder investment. • The Board of Directors can ensure skillful mentoring, support, and governance of the CEO to maximize future growth potential.	• **Growth Pipeline Audit™** • **Growth Pipeline as a Service™**

Next Steps

JOIN:
Growth Council

APPLY:
Companies to Action

ENGAGE:
Growth Dialog

PARTICIPATE:
Growth Council Think Tank

Does your current system support rapid adaptation to emerging opportunities?

Source: Frost & Sullivan

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