Intel 471 Recognized for

2021

Customer Value Leadership

Global Cyber Threat Intelligence Industry
Excellence in Best Practices

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

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. Intel 471 excels in many of the criteria in the Cyber Threat Intelligence space.

AWARD CRITERIA

Business Impact	Customer Impact
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Financial Performance

Intel 471 is a cyber threat intelligence (CTI) vendor that specializes in adversary and malware intelligence. The company enables its customers to adapt to the rapidly evolving threat landscape by providing them with relevant and curated information. Intel 471 is a bootstrapped company with no debt. Its operating expenses and research & development initiatives are funded by customer revenue. Founded in 2014, the company has already established itself as one of the most competitive vendors in the cyber threat intelligence market. It has grown its annual revenues by an average of 45% over the last three years, a rate well above the industry average. Intel 471's ability to disrupt the market without reliance on investments from private equity firms is a testimony to the competitiveness of its cyber threat intelligence offering. Overall, Intel 471's growing success and financial performance speak to the value its customers and prospects see in its product.

Growth Potential

Most of Intel 471's competitors have chosen to position themselves as SaaS (software as a service) vendors and invest in expanding the use cases for their intelligence platforms. While this enables such companies to address a broader market, they may be at risk of losing the focus on their core cyber threat intelligence capabilities. Intel 471's main objective is to provide best-in-class cyber threat intelligence that customers can seamlessly operationalize in their environments. Although Intel 471 enables customers to consume intelligence on its proprietary platform, the company goes an extra mile to provide its customers with context-rich machine-readable feeds accessible via an API. Such an

> *"As opposed to some of its competitors that predominantly track tactical indicators, Intel 471 specializes in monitoring malware families and actors' tooling. The company's focus on the causes rather than consequences of an attack allows Intel 471's customers to take on a truly preventative approach to cyber security."*
>
> *- Mikita Hanets, Research Analyst*

approach allows Intel 471 to meet clients' operational requirements and fit into their security stack while maintaining its core focus on the quality of cyber threat intelligence rather than SaaS functionality. In light of the growing competition in this market and the strategy adopted by most of its competitors, Intel 471's differentiated focus positions the company well for continued success in the coming years. Apart from attracting a growing number of customers, the company will see substantial growth due to partnerships with other security vendors that are seeking to incorporate Intel 471 intelligence into their solutions.

Operational Efficiency

A growing number of organizations recognize the limitations of reactive cyber defense and consider threat intelligence as a critical enabler of a more proactive approach. While threat intelligence can power organizations on their journey to predictive and preventative security, not all threat intelligence is well suited for this purpose; some threat intelligence can only reveal information about past attacks. Although there is a clear benefit in utilizing such information, it provides only part of what organizations need if they intend to stay a step ahead of cyber adversaries. Intel 471 understands the limitations of threat intelligence solutions that rely on customer threat telemetry and is committed to developing cutting-edge technologies that bring additional value to its clients. As opposed to some of its competitors that predominantly track tactical indicators, Intel 471 specializes in monitoring malware families and actors' tooling. The company's focus on the causes rather than consequences of an attack allows Intel 471's customers to take a truly preventative approach to cyber security.

Customer Purchase Experience

Intel 471 recognizes the challenges that organizations face in operationalizing threat intelligence. Threat feeds are large in volume. They often contain irrelevant information and false positives that lead to wasted analyst time and the involvement of other organizational resources. In addition, poorly curated threat intelligence may inadvertently harm an organization by diluting analysts' focus on the information that matters. In contrast to threat intelligence vendors that provide their customers with generic threat data collected in bulk, Intel 471 develops a unique intelligence collection plan based on the individual needs of its clients. The company has a very structured approach to determining customers' intelligence requirements and goes above and beyond to ensure that its clients receive a subset of only relevant and tailored threat data with few to no false positives.

Customer Service Experience

Intel 471 provides excellent customer service. The company is committed to meeting the unique intelligence requirements of each customer by not only establishing an intelligence collection plan but also providing a tailored service to its clients throughout the customer journey. All Intel 471 customers receive support from a dedicated member of the collection management team, which is comprised of

seasoned information security professionals whose responsibility is to understand the client's intelligence needs and serve as the single point of contact at Intel 471. If the customer is not sure about their intelligence use cases, a collection manager will help the client determine the key areas where threat intelligence can benefit their organization. Intel 471 is also committed to helping its clients build a more mature intelligence program as a result of a close business relationship.

Customer Acquisition

Intel 471 acquired most of its largest clients through word-of-mouth recommendations. The fact that Intel 471's customers willingly recommend the company's solution to its partners suggests remarkable product and customer service leadership. At the same time, with threat intelligence being a relatively new area of cyber security, vendors in this market face significant pressure from prospects and customers to demonstrate a return on their investment. As opposed to the benefits of traditional categories of security products, the benefits of cyber threat intelligence solutions are hard to quantify. Intel 471 addresses this problem by determining clients' unique intelligence requirements and delivering on the promise of meeting them. Intel 471 provides its customers with a clear view of how a particular intelligence deliverable relates to their unique needs.

Conclusion

Intel 471 is a fast-growing cyber threat intelligence vendor with a strong value proposition. While the company is relatively young, the competitiveness of its offering has enabled Intel 471 to acquire security-conscious customers and rapidly grow its recognition in the cyber threat intelligence market. Intel 471's core differentiators are strong adversary and malware intelligence capabilities coupled with an exceptional focus on meeting clients' unique intelligence requirements. For its strong overall performance, Intel 471 is recognized with Frost & Sullivan's 2021 Customer Value Leadership Award.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, 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: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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 on-going 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 six 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)**