Silobreaker Recognized for

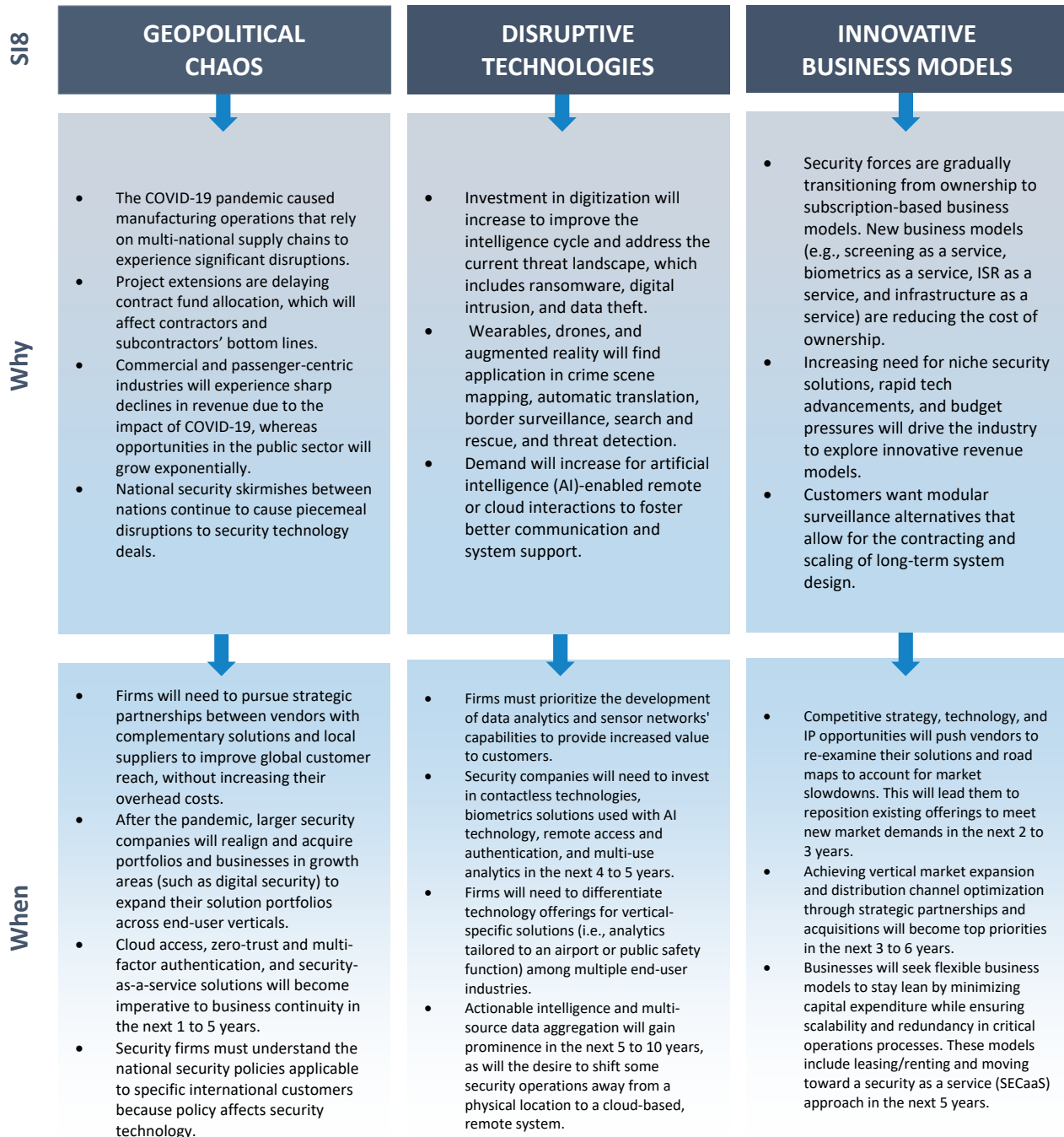# 2021

Enabling Technology Leadership

Global Threat Intelligence Industry

Excellence in Best Practices

FROST & SULLIVAN

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the security industry: geopolitical chaos, disruptive technologies, and innovative business models. Every company that is competing in the security space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan's recognition of Silobreaker is a reflection of how well it is performing against the backdrop of these imperatives.

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GEOPOLITICAL CHAOS	DISRUPTIVE TECHNOLOGIES	INNOVATIVE BUSINESS MODELS

Why

GEOPOLITICAL CHAOS
- The COVID-19 pandemic caused manufacturing operations that rely on multi-national supply chains to experience significant disruptions.
- Project extensions are delaying contract fund allocation, which will affect contractors and subcontractors' bottom lines.
- Commercial and passenger-centric industries will experience sharp declines in revenue due to the impact of COVID-19, whereas opportunities in the public sector will grow exponentially.
- National security skirmishes between nations continue to cause piecemeal disruptions to security technology deals.

DISRUPTIVE TECHNOLOGIES
- Investment in digitization will increase to improve the intelligence cycle and address the current threat landscape, which includes ransomware, digital intrusion, and data theft.
- Wearables, drones, and augmented reality will find application in crime scene mapping, automatic translation, border surveillance, search and rescue, and threat detection.
- Demand will increase for artificial intelligence (AI)-enabled remote or cloud interactions to foster better communication and system support.

INNOVATIVE BUSINESS MODELS
- Security forces are gradually transitioning from ownership to subscription-based business models. New business models (e.g., screening as a service, biometrics as a service, ISR as a service, and infrastructure as a service) are reducing the cost of ownership.
- Increasing need for niche security solutions, rapid tech advancements, and budget pressures will drive the industry to explore innovative revenue models.
- Customers want modular surveillance alternatives that allow for the contracting and scaling of long-term system design.

When

GEOPOLITICAL CHAOS
- Firms will need to pursue strategic partnerships between vendors with complementary solutions and local suppliers to improve global customer reach, without increasing their overhead costs.
- After the pandemic, larger security companies will realign and acquire portfolios and businesses in growth areas (such as digital security) to expand their solution portfolios across end-user verticals.
- Cloud access, zero-trust and multi-factor authentication, and security-as-a-service solutions will become imperative to business continuity in the next 1 to 5 years.
- Security firms must understand the national security policies applicable to specific international customers because policy affects security technology.

DISRUPTIVE TECHNOLOGIES
- Firms must prioritize the development of data analytics and sensor networks' capabilities to provide increased value to customers.
- Security companies will need to invest in contactless technologies, biometrics solutions used with AI technology, remote access and authentication, and multi-use analytics in the next 4 to 5 years.
- Firms will need to differentiate technology offerings for vertical-specific solutions (i.e., analytics tailored to an airport or public safety function) among multiple end-user industries.
- Actionable intelligence and multi-source data aggregation will gain prominence in the next 5 to 10 years, as will the desire to shift some security operations away from a physical location to a cloud-based, remote system.

INNOVATIVE BUSINESS MODELS
- Competitive strategy, technology, and IP opportunities will push vendors to re-examine their solutions and road maps to account for market slowdowns. This will lead them to reposition existing offerings to meet new market demands in the next 2 to 3 years.
- Achieving vertical market expansion and distribution channel optimization through strategic partnerships and acquisitions will become top priorities in the next 3 to 6 years.
- Businesses will seek flexible business models to stay lean by minimizing capital expenditure while ensuring scalability and redundancy in critical operations processes. These models include leasing/renting and moving toward a security as a service (SECaaS) approach in the next 5 years.

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. Silobreaker excels in many of the criteria in the threat intelligence space.

AWARD CRITERIA

Technology Leverage	Customer Impact
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

The Evolving Definition of Threat Intelligence

Frost & Sullivan's research suggests that the growing volume and complexity of attacks drive the demand for cybersecurity solutions. As organizations recognize the importance of proactive and predictive defense for staying ahead of cyber adversaries, they utilize cyber threat intelligence for adapting their security posture to the rapidly changing threat landscape.[1]

The market is evolving towards automated operationalization of tactical and structured cyber threat intelligence, such as lists of malicious Internet protocol (IP) addresses. However, the operationalization of unstructured data remains an unaddressed challenge that most organizations face. As unstructured data has multiple formats and sources, organizations need a "single source of truth" platform that enables them to consolidate and examine threat intelligence.

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> *- Steven Lopez, Best Practices Research Analyst*

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[1] *Frost Radar™: Global Cyber Threat Intelligence Market, 2021: A Benchmarking System to Spark Companies to Action—Innovation that Fuels New Deal Flow and Growth Pipelines* (Frost & Sullivan, March 2021)

Founded in 2005 and headquartered in London, England, Silobreaker is a software-as-a-service (SaaS) vendor bringing a cutting-edge intelligence platform that supports the entire intelligence workflow. Silobreaker supports gathering, processing, disseminating, and analyzing unstructured data to meet organizations' evolving intelligence requirements. More importantly, the company's platform allows organizations to look beyond isolated indicators of compromise and gain a comprehensive awareness of the threat landscape.

The company recognizes the evolution of intelligence requirements and empowers companies to tackle the challenges they face when trying to make sense of the overwhelming amount of threat data. Because cyber and physical threats are often intertwined, Silobreaker takes a threat-centric approach to help organizations establish relationships between seemingly unconnected events. More and more organizations create fusion centers to analyze cyber-physical threats, and Silobreaker's intelligence platform is at the forefront of that trend. The company's solution facilitates collaboration across teams and serves multiple stakeholders within an organization.

Empowering Multi-disciplinary Intelligence Requirements for Next-level Cyber Threat Security

Silobreaker is an intelligence platform that consumes paid and open-source feeds from the web. The platform uses machine learning (ML) to extract entities, detect languages, discard boilerplate text, and filter out false positives. Moreover, the platform deploys algorithms to cluster content and surface the most relevant results for enterprise intelligence teams. Silobreaker's entity extraction system retrieves intelligence from raw, unstructured data and supports 30 different types of entities, ranging from companies and threat actors to products, geographic locations, malware, vulnerabilities, and IP addresses. The platform determines the connections between these entities and establishes a multi-dimensional model that aids a holistic understanding of threats.

Since Silobreaker's technology extracts threat data based on context triggers, the company continuously updates its intelligence sources to ensure that coverage remains extensive and relevant. Moreover, in comparison to top competitors in the space, Silobreaker's SaaS offering provides customers with contextualized raw data and analytical tools for comprehensive intelligence analysis that requires minimal manual processing. Silobreaker works extensively with each customer to customize data feeds, dashboards, and visualizations, and address individual intelligence requirements. The company also supports the broader intelligence requirements of customers from a particular region or industry vertical by creating geographic and industry-based queries, source lists, and feeds. The platform collects data in near real-time from close to one million source publications, e.g., news articles, blog posts, social media, and premium sources covering the deep and dark web. The technology that powers Silobreaker's intelligence platform not only enables organizations to gain comprehensive knowledge of the threat landscape but also saves analysts' time and other organizational resources. Frost & Sullivan recognizes Silobreaker's unique vision for empowering intelligence teams to remain steadfast in their threat investigations.

Product Performance Value and Exceeded Customer Expectations

Silobreaker strives to ensure the reliability and quality of its platform and remains proactive in exceeding customer expectations. Compared to top competitors, Silobreaker recognizes the evolving definition of threat intelligence and its applications. The company is at the forefront of market evolution as it developed a solution that supports a wide range of intelligence use cases within an organization. For example, a team can pursue detailed malware investigations while another team may focus on protest data. Intelligence requirements within the cyber threat intelligence landscape are changing, and Silobreaker is well-positioned to address the shift in responsibilities of analysts and stakeholders that impact business continuity. The company's product development strategy focuses on innovation and improving the integration of new data sets that are both open and premium sourced. In addition, its strategy offers improvements to algorithmic features

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that enhance search relevance and noise detection. The company further improves analytical features and visualizations in the user interface and optimizes dissemination tools and workflow support. Moreover, the company invests heavily in research and development to build ML-powered technologies and support text-mining, data modeling, and in-memory query processing.

Practicing Customer-centric Strategies

Keeping customers engaged and maintaining a constructive relationship remains a top practice for Silobreaker. The company has dedicated teams that engage closely with customers to develop tailored approaches to supporting their intelligence programs, including customer success and support teams that ensure a high standard of communication to collaborate collectively with customers. A close relationship with clients allows Silobreaker to provide excellent customer service and enables the company to address emerging threat intelligence use cases.

Silobreaker organically developed its revenue growth and branding over time, maintaining its philosophy that threat intelligence is more than IT security. As this vision resonated with a growing number of organizations, the company developed a strong reputation and attracted its customers through word-of-mouth recommendations. Today, the company aims to attract more customers through robust marketing initiatives. During the COVID-19 pandemic, the company's brand strategy heavily focused on information and marketing campaigns; Silobreaker demonstrated how customers' problems and intelligence requirements are addressed with the platform's use cases (physical security, political media monitoring, COVID-19 alerting) through webinars, customer case studies, and community threat reports sharing.

Silobreaker offers several subscription-based notifications that allow customers to customize which alerts they deem important based on search terms and preferences related to their specific intelligence needs. As part of subscription-based plans, Silobreaker's steps towards customer retention focus on providing introductory training and onboarding. These subscription-based plans include hosting regular training sessions to introduce new features and best-in-class case studies and bespoke sessions that address those customer-specific use cases. These continued approaches to sharing information position the company to show and engage customers from various use cases, including how one product can serve different teams within an organization.

The company expects strong growth across all regions and continues developing and evolving its platform and product portfolio through use cases and data sets. Silobreaker recognizes how customers adapt to the ever-changing threat landscape by evolving their security and intelligence practices. Since the company's SaaS platform launched in 2014, Silobreaker has onboarded 100 customers from mostly Fortune 500 companies, including government, military, financial services, energy, legal, and hospitality industries. The company's customer base extends to roughly 45% in the Americas, 45% in Europe, and 10% in the rest of the world. Silobreaker continues to see growth and modernization through priority intelligence requirements in all industries over the last 18 months going into 2021. Frost & Sullivan commends Silobreaker on its achievements and continued growth strides within the threat intelligence market.

Conclusion

As data volumes continue growing exponentially, organizations' focus shifts from merely aggregating the data to curating and interpreting information to extract valuable intelligence. Silobreaker recognizes that organizations need the sense-making technology that cuts through the noise and supports the human analysis required to understand the threat landscape. The company's platform allows intelligence teams to evaluate, contextualize, and bring meaning to large volumes of threat data. Silobreaker recognizes the evolving definition of threat intelligence and supports customer transition towards strategic and multi-disciplinary intelligence requirements. The platform gathers real-time data and provides a 360-degree view of the threat landscape. The unique technology that powers Silobreaker's platform enables organizations to streamline intelligence analysis and empowers intelligence teams to carry out comprehensive and all-around investigations of threats posed to an organization. Silobreaker's customers give their analysts the right tools and resources for more effective intelligence analysis, which in turn saves organizational resources and allows organizations to stay ahead of adversaries, cut costs, and save time by working with web data more efficiently and utilizing the information that is most relevant to their operations.

For its strong overall performance and robust intelligence technology, Silobreaker earns Frost & Sullivan's 2021 Global Enabling Technology Leadership Award in the threat intelligence market.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, 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 Success: 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

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

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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)