Ping Identity Recognized for

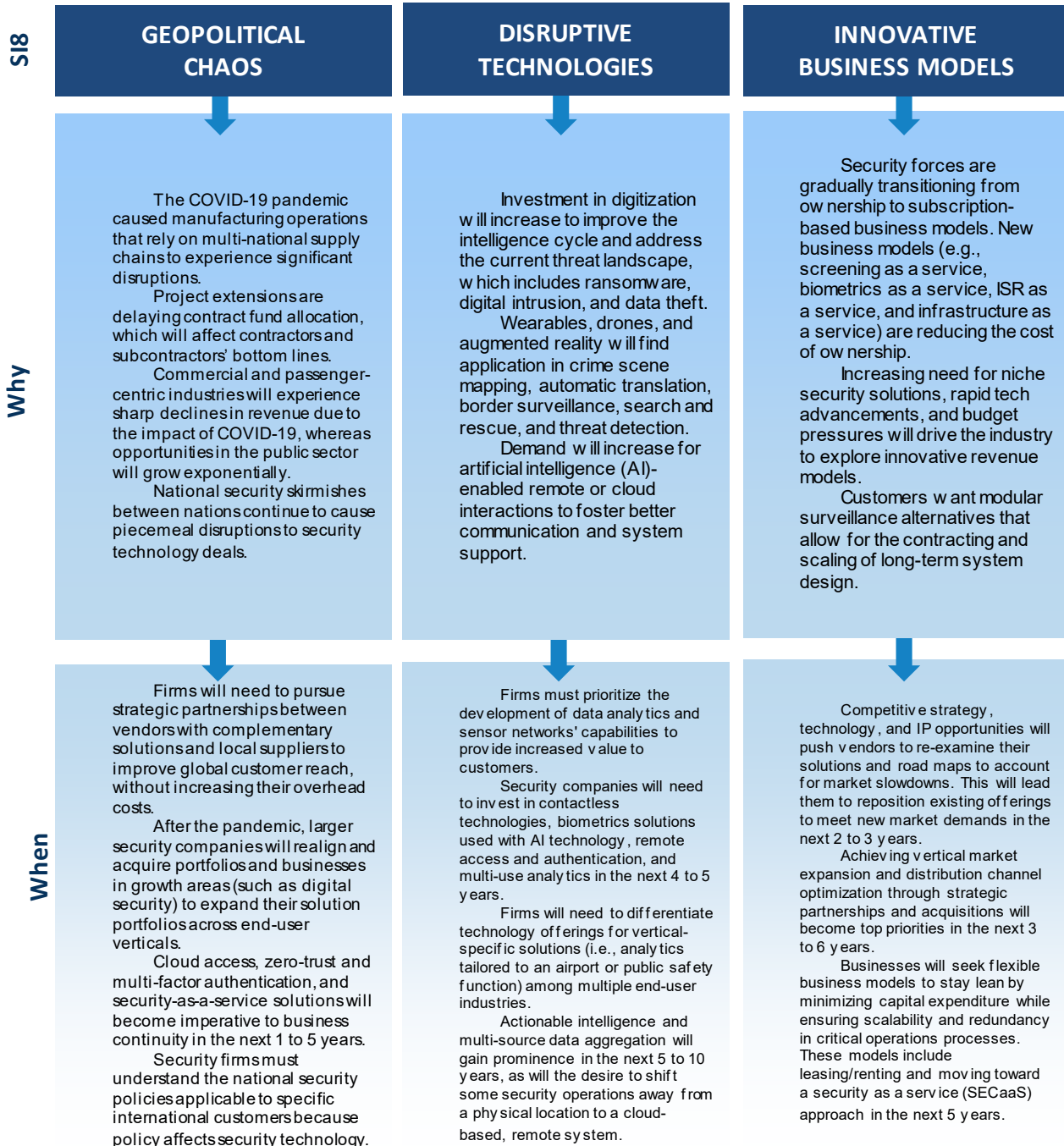# 2021

Competitive Strategy Leadership

Global Workforce IAM 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 Ping Identity 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

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.	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.	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

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.	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.	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. Ping Identity excels in many of the criteria in the workforce IAM space.

AWARD 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

Enhancing Intelligent Identity and Securing the Digital World for Enterprises

Founded in 2002 and headquartered in Denver, Colorado, Ping Identity (Ping) provides cloud-based identity management technology for secure employee access management. Ping enables organizations to deliver faster and seamless workforce identity and access management (IAM) processes, offering a single platform that handles multiple workforce identity types to enhance employee productivity, manage partners, and improve customer experience. The company's centralized identity solution, the PingOne Cloud Platform, help enterprises accelerate digital transformation initiatives and is compatible with a hybrid information technology infrastructure. To enhance the value of its offerings, Ping created a robust partner Channel Program consisting of more than 300 partners, including leading companies such as Accenture, CapGemini, KPMG, ProofID, IC Consult, Optiv, Simeio, Likeminds, IDMWORKS, SHI, and the Herjavec Group.

> *"Ping's approach of "one-size-fits-you" addresses customer's unique needs, challenges, and threat environments. The PingOne Cloud Platform provides turn-key integrations, enables rapid deployments, seamless administration using centralized controls, and open standards to enhance interoperability."*
>
> *- Steven Lopez, Best Practices Research Analyst*

Workforce IAM solutions include, but are not limited to, Single Sign-On (SSO), Multi-Factor Authentication (MFA), Directory, Risk Management, API and Access Security, Dynamic Authorization, Fraud Detection and Identity Verification. According to Frost & Sullivan's research, COVID-19 has made enterprises prioritize cybersecurity; however, they struggle to maintain a robust security profile due to complexity, siloes, multiple stakeholders, and lack of compatibility among different systems.[1] Ping leverages its partner ecosystem to help enterprises deal with these challenges. A major differentiator is the PingOne Platform and the company's PingOne Services such as PingOne Verify, PingOne MFA, and PingOne Risk Management. The platform enables organizations to manage workforce identity and secure access using enhanced authentication and authorization intelligence. By leveraging artificial intelligence (AI) and machine learning (ML), the PingOne Cloud Platform detects network anomalies and enables real-time authentication to tackle any use case, including the challenges associated with complex and hybrid environments. Ping is a leading workforce IAM provider through its strategic and continuous growth and innovation. The company enables organizations to implement Zero Trust security and Ping's PingZero passwordless authentication provides a roadmap to leverage open standards and maximize existing technology investments to strengthen passwordless capabilities over time. Capabilities include MFA and SSO authentication, access security intelligence, application programming interfaces (APIs), security authorization, dynamic authorization, and user directory. To ensure that it continues to add value to third-party solutions used by its customers and retain its relevance in a highly competitive environment, Ping plans to further enhance its capabilities by enriching the administrator experience through a low-code/no-code orchestration platform. Furthermore, Ping will expand to full risk based identity management, enhance dashboard and analytics to assist in security investigations, and continue developing a portfolio of integrations.

Streamlining Innovation with Robust Intelligence and Capabilities

Ping has helped large enterprises modernize and scale IAM systems to meet the extraordinary demands due to the COVID-19 pandemic. Other key drivers guiding the company's strategies are the increasing demand for IAM reliability, managing cost containment, application diversity support, and support for multiple deployment models (on-premise, hybrid, and the cloud). The transition from legacy software to digitized solutions requires organizations to establish digitized support for modern applications using AI and ML and adapt to both legacy and the cloud as more employees work remotely is essential.

> *"Ping's heavy focus on innovation goes beyond developing new products and services because the company commits to aligning its strategy with its customers' growth plans."*
>
> *- Steven Lopez, Best Practices Research*

Ping meets customers' requirements through its ability to deploy and support multiple infrastructure models, including hybrid, on-premise, and private and public cloud.

The PingOne Cloud Platform enhances workforce productivity with secure network access from anywhere. Ping's solutions simplify implementation and leverage capabilities such as MFA, SSO, and user directories. Ping's approach of "one-size-fits-you" addresses customer's unique needs, challenges, and threat environments. The PingOne Cloud Platform provides turn-key integrations, enables rapid

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[1] *Global Workforce IAM—Disruptive Technologies and Unified Access Solutions Enable Robust Security Postures* (Frost & Sullivan, April 2021).

deployments, seamless administration using centralized controls, and open standards to enhance interoperability.

Another example of its customer-focused initiative is PingOne Advanced Services, cloud solutions that provide a global authentication authority with highly configurable capabilities hosted in a dedicated cloud environment with data and resource isolation. PingOne Advanced Services allow enterprises to combine a cloud-first solution with broad customization and control to tackle the most advanced use cases. These services enable MFA and SSO, allowing users to self-register via mobile devices, policy-based rules placed by administrators and guided by mobile device biometrics, such as fingerprints or face IDs.[2] The service provides an identity fabric that connects to any device and any application or service (software-as-a-service, APIs, mobile and cloud applications, and on-premise applications.) PingOne Cloud Platform promises swift, smart, and safe access management for effective workforce IAM technology. Integration kits aid in providing increased access management and help recognize the enhancements that matter most to customers. Ping creates new integration services that customers can easily download and install using the company's traditional products. These integration kits make the entire onboarding process more accessible and work across the whole product portfolio regardless of on-premise or cloud environments. The company notes its value proposition and critical differentiator is the PingOne Cloud Platform's ability to manage complex use cases. Furthermore, Ping focuses on its customers by initiating a high net promoter scoring mechanism, allowing the company to increase satisfaction and retention based on customer responses.

Strategy for Innovation: Recognizing Trends and Making Strides toward Future Growth

Ping's heavy focus on innovation goes beyond developing new products and services because the company commits to aligning its strategy with its customers' growth plans. Even as the COVID-19 pandemic impacted the security industry for most of 2020, Ping continued to perform well and achieved 15% year-over-year revenue growth. The company plans to provide momentum to its regional expansion by investing in strategic partnering programs and new capability enhancements such as identity orchestration, progressive identity proofing, dynamic authorization, and personal identity.

Ping is working on a self-service experience designer, enabling customers to view and create authentication journeys to cater to different requirements within an enterprise (such as call centers and help desks) that will streamline new MFA registrations, authentication journeys, and identification lifecycle and access requests. Developed for hybrid IT as an all-in-one service for any user in an organization (customers, employees, and partners), Ping invests and brings a standard user interface for administrators to visualize across their integrated services (cloud services or deployed products). Once in place, administrators can oversee and monitor over a broad scope of the improved trial and registration experiences.

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[2] Ibid.

During the COVID-19 pandemic, the company has seen an uptick in organizations' need for cloud and MFA, especially with the growing numbers of employees working remotely and the ever growing threat of ransomware. In addition to implementing a zero-trust network, companies steer away from administering virtual private network bandwidth. Ping recognizes that zero-trust is part of an ecosystem of several MFA policies and expansion into network, data, workload, and endpoint security, and identity control plane. Thus, Ping helps companies achieve the identity security pillars critical to Zero Trust. With enterprises channeling legacy replacement and moving into zero-trust networking and to the cloud, costs associated with managing data centers, upgrading software, and internal networking increases. As a result of these trends, the company has witnessed an increase in interest in its PingOne solutions. With the company preparing for future trends, one of the most significant changes is personal identity. Similar to the General Data Protection Regulation, the increase in ownership of an employee's and individual's own data will gain traction. Frost & Sullivan recognizes Ping's growth potential for the next several years with its commitment to innovation and identifying the evolving trends in the market.

Conclusion

Workforce identity and access management (IAM) monitors and establishes access to enterprise systems by managing employees' identities, countering any unauthorized entry, and protecting networks from security breaches. Within the IAM landscape today, companies struggle to maintain a strong security profile as many IAM solutions lack legacy and cloud compatibility and cannot manage complex use cases. Ping Identity (Ping) brings cutting-edge cloud-based IAM software that streamlines a more personalized user experience journey and enables the transition for enterprises trying to move from their legacy systems or address a more hybrid approach that can accommodate both on-premise systems and the cloud identification security. The company's PingOne Cloud Platform promises a fast, smart, and secure user experience for an organization's customers, employees, and partners. Ping continues to streamline its growth strategy by maintaining a steady stride in innovation and recognizing the market's new trends and customers' security needs.

With its strong overall performance, commitment to innovation, and ongoing growth strategy, Ping earns Frost & Sullivan's 2021 Global Competitive Strategy Leadership Award in the workforce IAM market.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, 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 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

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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)