



*Secureworks Recognized as the*

**2021**

**Company of the Year**

North American Managed and  
Professional Security Services Industry  
*Excellence in Best Practices*

## 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. Secureworks excels in many of the criteria in the Managed and Professional Security Services space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### Addressing Unmet Needs and Brand Equity

The cybersecurity industry evolves rapidly, yet two factors are at a relative standstill: the cybersecurity skills gap and the growing cost of cybercrime. Organizations, regardless of their maturity level, navigate a complex technological landscape with limited knowledge and talent. Although using in-house expertise

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to improve cyber resilience is not doomed from the outset, most organizations will need to partner with a managed and professional security service provider to achieve meaningful results.

Secureworks has more than 20 years of experience in providing managed and professional security services and cybersecurity software to its customers. During that time, the company developed a reputation as

one of the most trusted vendors. Secureworks serves over 5,300 customers located in more than 50 different countries. Apart from consistently delivering value to clients, the company gained recognition globally because of its elite team of researchers known as the Secureworks Counter Threat Unit™ (CTU™) who work in tandem with their incident response and adversarial testing teams.

Because of its economies of scale advantage, the company has a wide range of services and software suited for organizations that are only starting to build their cybersecurity program as well as services for

mature customers that may need a hand with advanced use cases. Thus, partnering with Secureworks can benefit organizations that perceive cybersecurity through the prism of compliance and those that already recognize cybersecurity as a business enabler.

### ***Visionary Scenarios through Mega Trends***

The market for managed and professional services is one of the most established services markets in cybersecurity. Managed and professional security services providers (MSSPs) emerged to facilitate the procurement, deployment, and management of security controls. Over time, MSSPs became one-stop shops for cybersecurity and created a streamlined customer experience. Whether an organization needs help with installing a firewall or developing a comprehensive cybersecurity program, MSSPs can serve as a single point of contact for a wide range of needs. With the history of being an MSSP vendor, Secureworks in recent years has evolved to offer endpoint, network, cloud, and email protection technologies in addition to providing vulnerability management, incident response, and security consulting services.

While traditional managed and professional security services remain relevant, organizations also need support with the new generation of use cases. A typical organization utilizes dozens of security solutions that operate in silos and generate thousands of alerts daily. While some teams do not have the expertise to investigate indicators of compromise (IOCs), others are overwhelmed by the number and complexity of investigations. Whether a customer already invested in security controls or is only looking to buy, cybersecurity providers need to ensure that best-of-breed solutions work together and lead to optimal security outcomes. Secureworks envisioned that security operations challenges would become the most pressing customer concern. Because of that, apart from providing traditional managed and professional services, the company places a big emphasis on improving the effectiveness of detection and response.

### ***Leadership Focus and Financial Performance***

Secureworks was amongst the first vendors to recognize the importance of correlating data from endpoints, networks, and the cloud. Secureworks' attention to shifting customer needs coupled with the strategic focus on innovation enabled the company to stay ahead of the curve. Secureworks set a course a few years ago to develop its product in line with the vision of what has become known as extended detection and response or XDR.

XDR solutions correlate threat telemetry from disparate sources to improve the effectiveness of security operations. Secureworks began addressing XDR use cases well ahead of the industry curve while continuing to develop analytical and automation engines that power the solution. In 2021, Secureworks was the first vendor to unveil an XDR platform and offer it as a managed service through Taegis ManagedXDR™. With customer demand increasingly shifting toward security operations use cases, Taegis XDR propels the company into the next generation of security services focused on detection and response. The growing recognition of the importance of XDR-powered defense already allowed the company to grow Taegis revenue by 34% percent since the first quarter and reach more than \$100 million in annual recurring revenue (ARR).

## Customer Service Experience

Taegis XDR is a software-as-a-service (SaaS) platform. This delivery model provides an opportunity to reimagine the customer experience – one with greater collaboration and visibility. Organizations that want to benefit from extended detection and response capabilities can lean on the expertise of

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Secureworks consultants by using a built-in chat function. Customers can ask for help with investigations or request information about a particular threat actor and get a response within 60 seconds. As opposed to traditional managed services, a SaaS-powered offering provides customers with previously unthought-of visibility. Apart from having access to the platform with detailed reporting and dashboards, customers can also participate in investigations alongside Secureworks experts. In

addition, organizations that want to improve cyber resilience with XDR but do not have dedicated security analysts can benefit from a managed XDR service. As customers' security maturity and operational requirements change, they can choose the level of service and support that best suits their needs. By making XDR available both as a SaaS offering with extensive customer support and a fully managed service, Secureworks demonstrates a commitment to enabling customers with different needs and maturity levels to benefit from an XDR-powered defense.

## Conclusion

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Secureworks is a unique vendor who has evolved beyond the traditional managed and professional security services market. The company leads with its XDR SaaS platform and delivers it through managed services either directly or through partners. Secureworks' experience and deep relationships with customers enabled it to see the market evolution and pave the way for the new generation of services and software. The roll out of a SaaS XDR platform does not indicate the company's departure from offering managed services, but demonstrates a focus on what organizations value most – having a trusted security partner who collaborates with them to defend against threats while maximizing the value of their security and IT investments. Taegis XDR and ManagedXDR are breakthroughs for Secureworks and a milestone in the evolution of the managed and professional services market. For its strong overall performance, Secureworks earns Frost & Sullivan's 2021 North America Company of the Year Award.

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

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

#### *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

