

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

GRIP SECURITY

2022
NEW
PRODUCT
INNOVATION

GLOBAL SAAS
SECURITY INDUSTRY

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. Grip Security excels in many of the criteria in the SaaS security space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Grip: A Well-Suited Approach for the Modern Security Landscape

Over recent years, and especially since the outbreak of the COVID-19 pandemic, the security landscape has experienced a series of critical changes; notably, the increasing prevalence of remote working, the continued migration to the cloud, and the acceleration of digital transformation initiatives. Users are now working from anywhere, and they are increasingly relying on SaaS applications to do their jobs in an efficient way. Therefore, focusing on the network perimeter is no longer the best approach for companies wanting to ensure security.

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**- Clara Dello Russo,
Research Analyst**

Cloud Access Security Broker (CASB) solutions were designed over a decade ago, when the network perimeter was still relevant. Today, data increasingly resides in the cloud, and the way users access that data is rapidly evolving. As a consequence, traditional CASBs are not well-suited for the modern security environment. For example, they cannot scale up capabilities or encrypt all of the data that now lives in SaaS applications.

New solutions have emerged, seeking to address CASB’s use cases, but with a different approach. Grip Security, a Tel Aviv-based company founded on the

promise of bringing innovation to SaaS security, is among the companies forging a new path. It introduced its flagship SaaS Security Control Plane in 2021, with product development focused on building out the necessary capabilities to solve adjacent problems, such as password and identity access management. Furthermore, Grip has identified the United States as a key market and has established growing sales and marketing teams to support geographic expansion in early 2022.

The company firmly believes that the market is trying to solve the SaaS security problem with an outdated framework, relying either on the network, the endpoint, or identity management. Grip offers a new approach that provides comprehensive protection by eliminating the blind spots created by other products. When designing the solution, the team focused on changing the way in which architecture is typically built, enabling a SaaS security control plane that is identity-centric instead of network or device-centric. The team had the insight that SaaS security is inherently different from network or device security and requires an architectural change to deliver a comprehensive solution. The new approach allows Grip to secure both managed and unmanaged devices without the need for an endpoint agent, something traditional CASBs are unable to do.

In this way, Grip can fulfill its mission: helping customers manage third-party risk, while allowing their employees to access and use the SaaS applications needed for their jobs. The company understands that a significant amount of data now resides outside of the traditional perimeter, thus not adequately managed and secured which puts organizations at risk. Instead of constraining the use of SaaS applications, Grip allows them to discover, prioritize, secure, and orchestrate SaaS security to control this risk. Therefore, employees can continue working with the necessary SaaS applications (providing visibility and governance for shadow IT SaaS use) in a secure way.

Redefining SaaS Security

Grip has developed a proxy-less and agent-less discovery engine that can find every SaaS application being used by employees significantly faster than a traditional CASB. This unique product offers a solution to the SaaS problem other products cannot solve. Even though the competition may attach a variety of features to CASB, Grip has an important advantage: its solution was built from the ground up, so it avoided the difficulties of migrating from an old product technology into a completely new one.

Moreover, Grip's solution has an additional advantage over its competitors. While proxy-based CASBs can take many weeks to deploy and start discovering SaaS applications, Grip's deployment only takes between

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10 and 15 minutes, and customers can see results the next day. In this way, customers can solve their SaaS security challenges without changes or added latency to their networks, without deploying agents, and without altering user behavior.

From a technical perspective, Grip can discover more SaaS applications than other major players in the industry, and in a more automated way. Additionally, it can secure access to these applications regardless of the device or the location of the user. As it can cover

the blind spots of CASB, the product can work as a complement to proxy-based CASBs, although it can work as a standalone platform as well. If customers already have other solutions – for example, from the SASE architecture – Grip’s product can also integrate with them.

Grip Innovates – and Customers Approve

Grip’s efforts to design an innovative solution have undoubtedly paid off, underlined by a 100% customer retention rate. This is also the result of the team’s effort to interact with clients to understand their future needs and enhance the product accordingly. Grip solicits and receives feedback throughout all the key phases, including initial meetings with clients, evaluation processes, and final sales. This is taken into account by Grip’s development team, which is able to rapidly incorporate features and functions. The company has a two-week sprint cycle, so it is capable of rapidly introducing new features and capabilities throughout the year. In this way, it can provide a high degree of satisfaction among its customers.

Delivering value immediately is of key importance for Grip, as is innovation. This is what the company wants to be associated with, and what it works on in terms of branding. Users rely on SaaS applications because they can obtain value from them immediately – Grip seeks to embody this SaaS security approach, so customers understand they will obtain ROI from day one. The team works hard on its branding strategy, but it also has the necessary technology to support it, as well as the people and the culture to follow through on these promises. Moreover, Grip has a rigorous interview process that ensures employees embody the company’s innovation mentality and the desire to change the industry.

Conclusion

In the modern cloud-centric world, SaaS applications have taken center-stage – but so have the risks and security challenges associated with them. A new wave of security technologies has emerged to deal with these challenges; Grip leverages these trends and seeks to revolutionize SaaS security with its SaaS security control plane solution. Its platform can provide full visibility and access control to SaaS applications, thus allowing security teams to monitor usage and prevent data loss. For its strong overall performance, Grip Security earns Frost & Sullivan’s 2022 Global New Product Innovation Award in the SaaS security industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

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

