FROST & SULLIVAN

HELP AG
RECEIVES THE 2023
COMPANY OF THE
YEAR AWARD

Identified as best in class in the Middle Eastern digital forensics industry

FROST & SULLIVAN

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. Help AG excels in many of the criteria in the digital forensics space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
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

Rising Cyber Threats and Technology Adoption Drive Digital Forensics Market Growth

> *"Help AG creates innovative products by embracing paradigm shifts as the market evolves, focusing increasingly on human capital enablement (to address the shortage of skilled analysts) and a service-centric business model to drive cost-efficiency. As a thought leader and pioneer in cybersecurity, Help AG developed and refined these processes over many years, perfecting its approach."*
>
> *- Riana Barnard,*
> *Best Practices Research Analyst*

The COVID-19 pandemic adversely affected the global economy and disrupted the workplace. Social distancing and lockdowns brought a dramatic change in business operations, compelling companies to shift from a brick-and-mortar work environment to the reality of distributed global teams. Consequently, digital transformation also impacted cybersecurity, triggering significant investments in this space, specifically in operational technology and Internet of Things (IoT) security, privileged access management, and identity access management. In 2022, the global average data breach cost reached $4.35 million.[1] Even though organizations recognize the importance of mitigating cyber risk, they require more knowledge and resources to address the evolving threat landscape.

---

[1] IBM, Cost of a Data Breach Report, 2022

For example, evidence collection is vital for multiple reasons, such as meeting legal requirements and proceedings. It also requires technical expertise, an appropriate toolset, and strict adherence to protocols that ensure the integrity of collected evidence. Moreover, the increasing number and sophistication of attacks by professional, motivated, and well-funded adversaries demand extremely aggressive response timelines. Ransomware is rising due to its significant and immediate business impact and the fact that organizations continue to pay the ransom. Also, the rocketing volume of security alerts is a considerable challenge, given organizations' skilled analysts shortage, the lack of time, and the limited context for accurate assessment. Also, application performance is vital for enterprises, highlighting the need for trusted cloud security services.

Frost & Sullivan finds that organizations require lightweight yet robust network forensics that conduct periodic network infrastructure audits to quickly identify and rectify threats without affecting throughput and latency. In addition, key metric analysis is imperative to detect weaknesses proactively, thereby strengthening network infrastructure security to ensure business continuity. By using managed security service providers (MSSP), businesses can reduce expenditure on customer-premises equipment and in-house security specialists while receiving effective and specialized security management and 24/7 threat monitoring. As the interest in cybersecurity services remains high due to the prevalence of high-profile breaches and the increased complexity of business operations, Frost & Sullivan foresees that the market demand will shift from legacy managed security services to next-generation platforms and solutions like Security Operations Center (SOC)-as-a-service.

> *"Unlike its competitors, Help AG provides locally delivered security event monitoring and response services to fully comply with a unique requirement of organizations and government institutions in the Middle East. Simultaneously, the company offers access to and synergy with the world-class e& ecosystem driven by innovation, incubation, and strategic partnerships."*
>
> *- Saurabh Verma,*
> *Senior Director- ICT*

A Leader's Path

Founded in Germany in 1995 and present in the Middle East since 2005, Help AG services the entire cybersecurity value chain. With a footprint in Dubai, Abu Dhabi, Riyadh, and Cairo, the company is one of the most significant cybersecurity players in the region. Its team of 370+ cybersecurity practitioners serves more than 500 leading enterprises and government entities. Its acquisition by the e& group (earlier called Etisalat Group), a digital technology investment corporation allows Help AG to accelerate synergies and increase its market penetration while expanding internationally. With consistently strong year-on-year (YoY) revenue growth and excellent forecast for future business, Help AG builds on a strong foundation and leverages its capacity and competencies to grow with market requirements.

In 2022, Frost & Sullivan recognized Help AG as Company of the Year for its best-of-breed cybersecurity operations center services and remains impressed with the company's continuing innovation and sustained leadership.

Demonstrated Leadership through Continuous Innovation

Help AG creates innovative services by embracing paradigm shifts as the market evolves, focusing increasingly on human capital enablement (to address the shortage of skilled analysts) and a service-centric business model (to drive cost-efficiency). As a thought leader and pioneer in cybersecurity, Help AG has developed and refined these processes over many years, perfecting its approach. For example, its in-house team recently launched offensive cybersecurity assessments for blockchain applications.

Help AG offers the most comprehensive cybersecurity portfolio in the market, spanning robust features and capabilities based on four pillars: cybersecurity services, managed cyber defense, end-to-end zero trust solutions, and next-generation platforms. Highlights of its cyber defense offering include cybersecurity consulting, red teaming, compromise assessment, and digital forensics and incident response, allowing clients to benefit from real-time protection at predictable costs. It also mitigates the risk of cybersecurity skills shortages, enabling clients to focus on their core business operations. Unlike its competitors, Help AG provides locally delivered security event monitoring and response services to fully comply with the unique requirements of organizations and government institutions in the Middle East. Simultaneously, the company offers access to and synergy with the world-class e& ecosystem driven by innovation, incubation, and strategic partnerships.

Help AG's executive team closely monitors emerging market trends and evolving customer demands, then responds with novel solutions. With a clear understanding of technology priorities and proactive identification of future trends, the company's agile concept-to-market approach promotes constant innovation to create new services. With this leadership focus, Frost & Sullivan expects Help AG to sustain its leadership in the digital forensics space.

Roadmap to Success: Customer-centric, Continuous, Proactive

Help AG serves clients across various industry verticals, including banking, financial services, insurance, education, transport, and logistics, as well as federal and emirates-level government agencies. The company's team of 150+ skilled cybersecurity analysts monitor more than 50 of the largest enterprise and Government organizations in the Middle East 365 days per year, 24 hours per day. Responsible for the ingestion, digestion, and correlation of more than 2 trillion events per year (or 10 billion daily), Help AG reports that it handles around 2000 average monthly tickets, which translates to 500 average monthly true positives. In addition, it facilitates 70+ incident response engagements per year, covering infiltration, malware, and espionage campaigns. At the same time, its distributed denial of service mitigation solution is integrated within the leading service provider infrastructure in the Middle East.

A typical example of its customer-centric commitment is Help AG's digital forensics incident response solution. Proactive and responsive, it showcases the power of the company's end-to-end service approach. The scope spans preparation (i.e., compliance checking policies, procedures, and playbooks for detection of vulnerabilities and weaknesses reinforced by education on potential threats) through the stages of identification, containment, eradication, recovery, and concluding with a final report.

The process enables clients to reflect on the content of the incident report (and lessons learned) and respond to detailed recommendations on improving its posture, controls, and policies. Other support

includes red teaming, delivered by an outstanding team of white hat hackers, or the provision of tried and tested playbooks.

With a specific focus on operational technology and cloud security, Help AG has expert teams who cultivate vendor partnerships (i.e., Microsoft Azure, and Amazon Web Services). Help AG has MSSP partnerships with vendors of the likes of Palo Alto Networks, Fortinet, Tenable, Netskope, Digital Shadows, NETSCOUT, Splunk, and Securonix, while it also collaborates with solution partners such as CyberArk, Infoblox, Waterfall, OPSWAT, OWL, and Proofpoint. Its strategic vendor program fuels an ecosystem of focus partners coupled with the incubation of high-potential growth partners. Participating in the partner advisory board of several leading cybersecurity vendors, Help AG supports a case-driven methodology to help vendors create value for end customers.

Human capital enablement is a top priority for Help AG. The company's success is highly dependent on robust subject matter knowledge; therefore, its human resources division ensures that it recruits, enables, and retains top talent by embracing and advancing a people-centric approach. As a result, the employees' churn rate is currently at 9.2% (i.e., far below the industry average of 18% and higher). Moreover, Help AG adopted a services-centric business model with monthly installments over three to five years to provide unprecedented flexibility and agility for end customers, enabling them to continue growing their businesses at a predictable and affordable cost.

Furthermore, the company offers clients essential resources, including state-of-the-market reports, threat advisories and blogs, service videos, interviews, use cases, and technology deep dives. Focus events include key account workshops, security spotlight forums, and executive-level roundtables, enabling clients to expand their knowledge. Help AG uses client feedback and industry trend monitoring to guide its product roadmap and maintain its innovative edge. It offers specialized resources through multiple support channels and provides dedicated project management teams that work within a structured escalation matrix to optimize its services and ensure high customer satisfaction.

Help AG: On a Growth Trajectory

Since its inception, Help AG's sterling reputation and customer-centric framework have led to its coveted preferred partner status. Help AG demonstrates high-growth potential. Following its commercial success in the United Arab Emirates, it's on a successful growth curve in the Kingdom of Saudi Arabia. In 2022, it established a CSOC in the kingdom enabling delivery of DFIR services compliant with local data regulations. In addition, it has identified Egypt as the next attractive growth frontier based on population size and the strategic position (i.e., connecting the Middle East and Africa). Frost & Sullivan believes the company is well-positioned with an industry-leading service that provides tremendous value in high-demand sectors to drive the digital forensics space into its next growth phase and capture market share to sustain its leadership in the coming years.

Conclusion

With the global average data breach cost already reaching $4.35 million in 2022, digital transformation further accelerates cybersecurity risks, triggering significant investments in this space. The increased number and sophistication of attacks by professional, motivated, and well-funded adversaries demand extremely aggressive response timelines. For this reason, organizations require more knowledge and resources to address the evolving threat landscape. Overall, Help AG addresses this unmet need with a strong leadership focus that incorporates client-centric strategies and exemplifies best practice implementation. As a trusted cloud security services provider, it delivers digital forensics and incident response, vulnerability assessment and penetration testing, and digital risk protection that is fully compliant with local regulations. The company remains a trusted cybersecurity partner of choice, earning a reputation for offering the overall best in the digital forensics space. With its service-centric business model and 360-degree approach, Help AG supports clients in creating a security maturity model to ensure business continuity and safety, thereby minimizing the financial impact of cyber threats.

With its strong overall performance, Help AG earns Frost & Sullivan's 2023 Middle Eastern Company of the Year Award in the digital forensics industry.

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

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

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 ongoing 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 6 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)