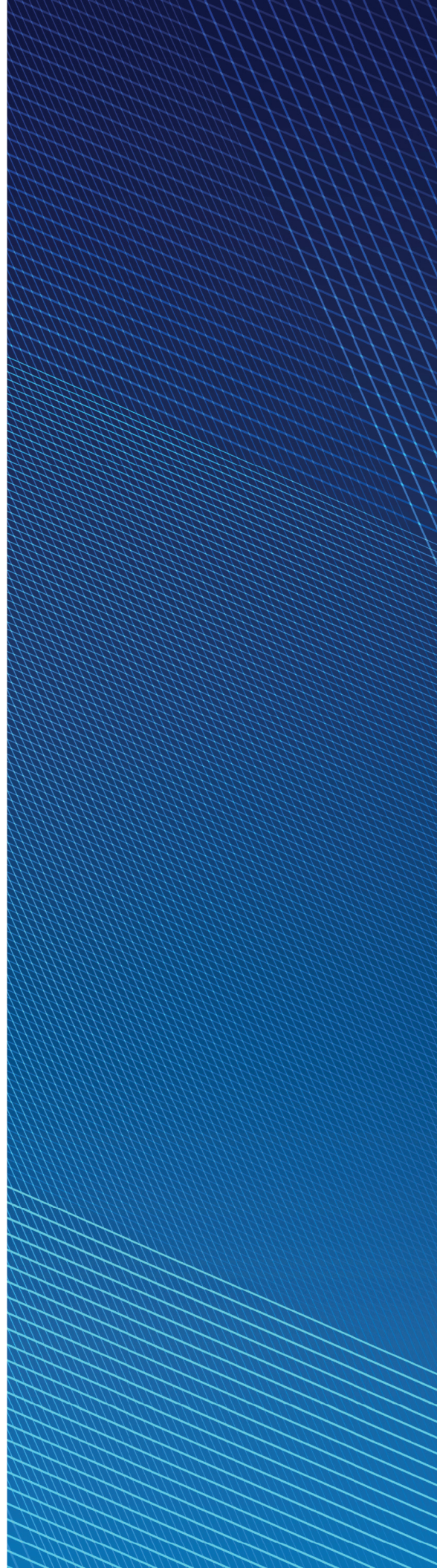FROST & SULLIVAN

HELP AG
RECEIVES THE 2023
COMPANY OF THE
YEAR AWARD

Identified as best in class in the Middle Eastern distributed denial of service mitigation 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. Help AG excels in many of the criteria in the distributed denial of service 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

Advanced Technologies Power the Next Generation of DDoS Mitigation Solutions

As enterprises progress on their digital transformation journey, they face challenges due to the increasing complexity and vulnerability of their information technology and communication infrastructures. While using a multi-cloud environment can improve cost efficiencies, computing capabilities, compliance, and performance, it also raises the risk of distributed denial of service (DDoS) attacks. Since DDoS attacks are among the most common forms of cybersecurity threats, companies must make critical decisions in a constantly changing environment characterized by new threats, targets, regulations, and a lack of resources. Therefore, enterprises struggle to maintain a robust security profile while addressing multiple stakeholders, siloed structures, and compatibility issues among various systems.

Traditionally, firewalls and intrusion detection systems constituted the main DDoS defense mechanism and used a set of rules to allow or block traffic. Not all DDoS attacks are equal, and these tools are inadequate to detect and ward off the increased stream of multi-vector attacks. Automation and advanced technologies, specifically artificial intelligence and machine learning, help providers improve and strengthen their DDoS mitigation capabilities. Furthermore, vendors customize their security solutions by exploring new business models while educating clients about best practices to enhance outcomes in an attempt to support companies in coping with the unabating challenge of business continuity.

Best Practice Excellence: Help AG

Founded in Germany in 1995 and present in the Middle East since 2004, Help AG was strategically acquired by e& (formerly Etisalat Group), the global technology and investment group, and became the cybersecurity arm of the e& enterprise (formerly called Etisalat Digital). The company services the entire cybersecurity chain with a team of 450+ cybersecurity practitioners and a footprint in Dubai, Abu Dhabi, and Riyadh. Its customer base includes 500+ leading enterprises and government entities. Help AG builds its business on an impeccable reputation spanning more than two decades in the region, deep-rooted industry expertise, and consistent revenue growth. Impressively, Help AG has consistently outperformed the industry standard in the United Arab Emirates (UAE) with significant year-over-year growth in 2021 and 2022, showcasing a remarkable upward trend well above the norm.

> *"Help AG leverages its capacity and competencies to evolve with market requirements while expanding internationally. Since 2020, the company added 300+ cybersecurity experts to its team, supporting its transition from a solution-focused to a service-centric business. Moreover, Help AG's laser-sharp focus on service delivery reinforced its reputation as one of the region's most sought-after managed security services providers."*
>
> *- Riana Barnard*
> *Best Practices Research Analyst*

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Help AG continues to receive high praise for its cutting-edge solutions and commitment to customer success. Previously, Frost & Sullivan recognized the company for its service-centric business model and 360-degree approach, as well as its customer-centric mindset, and remains impressed with Help AG's continuing innovation and sustained leadership.

Real-world Scenarios Driving Continual Services Enhancements

The UAE is currently facing a surge in DDoS mitigation attacks targeting critical infrastructure, government institutions, businesses, and high-profile online platforms. Attackers use multi-vector strategies, making it difficult for organizations to combat them effectively. DDoS attacks target various industries to exploit vulnerabilities and cause significant disruptions. Attackers prefer short but highly intense DDoS bursts, leading to increased downtime.

Over the past decade, Help AG's DDoS service has evolved from a Volumetric DDoS protection based on an in-country scrubbing center to a mature 360-degree service offering that delivers enhanced visibility and mitigation capacity to increase customer adoption, fuel stronger long-term client relationships, and

enrich businesses' operational competencies, in full compliance with local regulations. Help AG's trained team now present a comprehensive defense strategy against DDoS attacks. Its DDoS mitigation portfolio incorporates multiple techniques, periodic testing, and simulations to assess the effectiveness of mitigation measures. The service comes with flexible commercial models to cater to diverse needs:

- A **Cloud DDoS mitigation service** that provides volumetric DDoS protection from an in-country DDoS platform with 720 Gigabits per second (Gbps) capacity

- A **Hybrid DDoS mitigation service** that comprises multi-layered DDoS protection coverage against volumetric, application, and session layer DDoS attacks

- An **always-ON Cloud DDoS protection** measure bundled within etisalat by e&'s digital internet subscription

- A **multi-layered DDoS protection** measure that offers DDoS attack coverage with 360-degree protection bundled within etisalat by e&'s digital premium internet subscription

Notably, Help AG's 25+ DDoS mitigation experts (the largest team in the country holding 200+ certifications) stay up to date with the latest DDoS attack trends and adapt defenses accordingly. The company complements its scrubbing center with a support squad that implements, onboards, finetunes, and operates any of these service packages across its customer base. Yearly, Help AG mitigates over 150,000 attacks of the 2,500 customers on its DDoS mitigation platform.

Help AG's offering includes a range of unique differentiators. For example, its customer-facing portal with customizable dashboards provides insight into traffic patterns, protocols, geolocation, and historical behavior, allowing customers to know the impact of mitigation services before they become active. Furthermore, being part of the e& group, Help AG packages its services on top of the service provider's ISO-certified infrastructure. For this reason, Help AG can guarantee a clean pipe or internet service protection against the entire spectrum of DDoS attacks (including volumetric, state exhaustion, and application layer threats). Also, this inline always-on protection feature integrates detection and mitigation, stopping DDoS attacks immediately before they interrupt the customer network. Moreover, automated cloud mitigation requests ensure service availability to secure brand reputation. Lastly, by subscribing to Help AG's managed services, customers can outsource risks to a trusted service provider at a predictive monthly cost (due to OPEX-driven pricing models).

> *"Along with a personalized and proactive approach to managing and optimizing customers' security journeys, Help AG offers add-on services like testing and a dedicated helpline. All service offerings are available on a convenient pay-as-you-go model, and the company uses quarterly feedback surveys to refine and elevate its service delivery. Essentially, Help AG addresses customers' pain points by providing predictability in mitigation, service delivery, and costs."*
>
> *- Saurabh Verma*
> *Senior Director, ICT*

Help AG's prominent position in the industry, reinforced by a compelling value proposition and supported by cutting-edge infrastructure and highly certified teams, drive its continuous success.

Building Trust through a Customer-centric Approach

Help AG's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation for protecting customers against cyber-attacks to ensure business continuity and resilience.

Help AG consistently delivers added value through various initiatives to ensure customer retention. Aligned with the e& group's vision (i.e., moving from a telco to a techco) and utilizing its core infrastructure, Help AG's managed security service portfolio comes with measurable service level agreements (SLAs). From a customer service standpoint, this is truly a key differentiator. With a commitment of 99.99% availability, Help AG devotes itself to aggressive timelines for actions and responses, such as:

- Mitigation Initiation within 1 minute

- Mitigation Effectiveness within 3 minutes

- Protection against Application and Session Layer DDoS attacks in less than 15 seconds

Furthermore, Help AG offers select credit in a service provider environment, which is a unique feature (compared to other ISPs who do not provide SLA credits for data protection or the link itself). Also, Help AG has an ISO 27001-certified infrastructure and operations team that complies with the highest industry standards.

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Frost & Sullivan finds that Help AG's transparent and frictionless approach and strategic relationships position it as a preferred partner of choice.

A Foot in the Present and an Eye on the Future

Over the last few years, Help AG has built an empire that delivers DDoS protection to cloud, hybrid, and multi-cloud customers in the Middle East region. Help AG identifies human capital enablement as a top priority for its sustained growth. Because the company's success is highly dependent on robust subject matter knowledge, its human resources division ensures that it recruits, enables, and retains top talent by embracing and advancing a people-centric approach.

In particular, Help AG's core principles promote and deliver employee benefits, such as an open-door policy, access to professional development programs, flexibility at the workplace, attractive compensation packages, and active recognition programs. The celebration of teamwork creates a company culture where employees feel that Help AG's leaders care about their wellness and success.

For its next milestone, the company has set its sights on various service enhancements, such as expanding its capacity to reach beyond 1 Terabit per second, an automated continuous DDoS testing service, and a dedicated direct Helpline (800-ANTIDDOS) for DDoS subscribers in the UAE.

Frost & Sullivan finds that Help AG's impressive growth momentum and trajectory are a testament to its product leadership, earning its clients' trust and loyalty and enabling it to capture market share.

Conclusion

The increased number and sophistication of distributed denial of service (DDoS) attacks by organized, 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. Help AG addresses customers' pain points by providing predictability in terms of mitigation, service delivery, and costs. The company's mature 360-degree service offering delivers enhanced visibility and mitigation capacity to increase customer adoption, fuel stronger long-term client relationships, and enrich businesses' operational competencies that are compliant with local regulations. Its DDoS mitigation portfolio incorporates multiple techniques, periodic testing, and simulations to assess the effectiveness of mitigation measures. The service comes with flexible commercial models to cater to diverse needs. Furthermore, the company has a dedicated team of DDoS mitigation experts, forming the country's largest DDoS support team, holding over 200 certifications, and staying up to date with the latest attack trends to adapt its defenses accordingly. Help AG remains a trusted partner, earning a reputation for offering the overall best in the managed cybersecurity services space.

With its strong overall performance, Help AG earns Frost & Sullivan's 2023 Middle East Company of the Year Award in the distributed denial of service mitigation 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)