

# TRUSTWAVE RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the Americas managed  
and professional security services 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. Trustwave 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

### *Trustwave – An Outstanding Company in a Growing Market*

The managed and professional security services (MSS & PSS) space continues to enjoy significant growth, investment, and attention from global organizations. As digital transformation changes the landscape and infrastructure shifts from on-premise to hybrid, the attack surface grows exponentially. Cyber threats are more sophisticated, inexpensive, and pervasive than ever before, and a single breach might result in the halting of an entire organization’s operations.

As a result, cybersecurity solutions and tools have become more complex and harder to manage, especially for companies that lack sufficient in-house security resources. The challenge is exacerbated by the worrying lack of cybersecurity professionals, amounting to almost one million in the Americas alone and 3.4 million globally [according to the 2022 Cybersecurity Workforce Study by \(ISC\)](#).

Managed and professional security service providers (MSSPs) can help organizations to mitigate cyber risk under these difficult circumstances by providing the security tools, experienced personnel and guidance needed to increase maturity, readiness, and awareness. Consequently, there are a growing number of MSSPs and other service providers competing in the space, creating competitive pressure and leading to accelerated innovation.

In this context, Trustwave, a global cybersecurity company with a significant American presence on managed and professional security services, stands out as one of the leading MSSPs in the market.

Trustwave is globally and industry-recognized and extends its footprint over 86 countries through 7 global SOCs and 6 SpiderLabs research centers located in North America, Europe, Middle East, and Asia-Pacific.

Trustwave is currently experiencing its best performance since its acquisition by Singtel in 2015, as the company continues to expand its portfolio and channel partnerships and strengthen its strategic partnerships with Microsoft and Palo Alto Networks. The MSSP targets enterprises and large enterprises directly and also relies on channel partnerships to attain success in the mid-market, reaching a wide variety of organizations with its comprehensive managed security portfolio.

### ***Magnifying Security Excellence through Research, Collaboration, and Leadership***

An MSSP is only as good as its team of cybersecurity professionals; they are the ones that must integrate with the customer's security team, guide them, and perform many of the tasks required to design and manage their security strategy. Therefore, it would be remiss to talk about Trustwave without mentioning SpiderLabs.

SpiderLabs is Trustwave's elite security team, a world-renowned group of over 250 cybersecurity experts of security and penetration testers, incident responders, forensic investigators, security researchers, and thought leaders. The team delivers a broad array of services including more than 2,500 penetration tests each year, forensic investigations, data breach assessment, consulting services and more. SpiderLabs is responsible for providing the insights and information for Trustwave's recurring cybersecurity research, which contains comprehensive data, thought leadership and practical advice on preventing and mitigating the impact of cybercrime.

In addition to authoring thought-leadership pieces, blog posts, and leading security community projects, SpiderLabs provides Trustwave with world-class threat intelligence. The group obtains this threat intelligence from an ecosystem of partnerships and through its sizable customer base, which feeds its solutions and improves threat detection and response. Additionally, SpiderLabs security advisors can work directly with customers, either as one-on-one contacts for Trustwave's services or as part of the customer's team to guide, teach, and increase maturity, further augmenting the value of the relationship.

### ***A Comprehensive Portfolio: From the Basics to Revolutionary Tools***

Trustwave's managed security service offering is designed to be flexible enough to deliver successful outcomes to both mid-market organizations and large enterprises. Businesses on both ends of the security maturity spectrum can take advantage of the different aspects of Trustwave's portfolio.

The MSSP offers Trustwave MDR as an all-in-one service aimed at the mid-market, covering most security needs. With the inclusion of Incident Response, Threat Hunting, and the possibility of upgrading to MDR Elite (which features collaboration with SpiderLabs Threat Experts), this service can also fulfill the required use cases of high maturity enterprises. For organizations that want to extract further value from a SIEM tool, Trustwave offers a co-managed SOC / Managed SIEM solution. The service incorporates an end-to-end, consulting-based deployment to understand customer needs and use cases and optimize the service to increase cyber resilience.

Trustwave's managed security services also include Security Technology Management (the management, monitoring, and support of various technologies such as NGFW, UTM, IPS, AV, WAF, Email Security, and



others), Managed Database Protection, Managed Threat Detection, and Proactive Threat Hunting.

Trustwave recognizes that the competitive pressure coming from pure-play MDR vendors, Incident Response companies, and other managed services providers is driven by the flexibility that these players can bring to the table. Established MSSPs can provide this level of customer service and flexibility to their customers through the right combination of managed and professional services. Trustwave's strategy is focused on complementing and synergizing its managed service offering with its broad portfolio of professional and security consulting services. The provider's offering includes CREST certified Penetration Testing and Vulnerability Testing delivered by SpiderLabs, Cyber Advisory (including Virtual CISO and Risk Assessment), Cyber Architecture and Integration, Diagnostic Services, Digital Forensics, and Incident Response, among others.

The combination of these services allows Trustwave to assess and understand a customer's security capabilities from various perspectives, including existing security technology, strategy, governance, and compliance. It is then able to provide recommendations on best practices, increase security maturity, and more successfully deliver on the planned/agreed security outcomes. Any information gathered from consulting feeds back into the improvement of Trustwave's managed security offering – Digital Forensics and Incident response can add another layer of protection for a Managed SOC or MDR service, Penetration Testing can be employed to test mean time to detect and respond (MTTD and MTTR), while Diagnostic Services are essential to establish priorities and set up goals for improvement.

Among Trustwave's most revolutionary tools in its professional services arsenal is Trustwave Security Colony, which the provider includes with its managed security services offerings. Security Colony provides a veritable fountain of knowledge; years of security consulting data, reports, and insights, developed by Trustwave during real customer engagements. Furthermore, the service features a Security Maturity Evaluation, with actionable recommendations for improvement, Vendor Risk Assessment monitoring, Ransomware Readiness assessment and tracking, and a Breach Monitor that shows if an organization's domains show up on the dark web. The service ranges from a basic free subscription to a full package that also provides unlimited assessments.

### ***Centralizing Control to Expand Visibility***

Integration and visibility are key components of an effective cybersecurity strategy, as the industry is converging on platforms that can work as single-pane-of-glass solutions. As more organizations realize the multiple benefits of the cloud, hybrid cloud and multi-cloud environments are increasingly common. Complex environments such as these present challenges to cybersecurity, as no single security solution can cover all their layers. MSSPs increasingly turn to these security platforms as one-stop-shops for their security stack, providing integration and visibility and enhancing the detection and response capabilities of their entire portfolio.

Trustwave's answer to this is the Trustwave Fusion Platform. This cloud-native security operations platform augments the MSSP's offering by allowing centralized control, monitoring, and management of the security resources in hybrid cloud and multi-cloud environments. The Fusion Platform obtains threat intelligence directly from SpiderLabs and Trustwave's 7 global SOCs, and adds its own correlation system, machine learning analytics, and automation capabilities to provide full security coverage to the customer

environment, including some response actions tailored to the individual customer and asset. Through the platform, customers also have access to dashboards, reports, incident and ticket management, and can interact with Trustwave's analysts on a daily basis.

The Fusion Platform has over 700 integrations and supports third-party data through APIs to boost its effectiveness and enhance customer value. Its native integrations include the three major cloud providers, as well as cloud security platforms such as Palo Alto Cortex and Carbon Black. Furthermore, the Fusion Platform can be used to deliver some of Trustwave's professional services, such as Penetration Testing. This makes it easy for organizations to run assessments following Trustwave's best practices, as they are self-served through the platform.

## Conclusion

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Trustwave is undoubtedly a managed and professional security services leader. With over 27 years of experience in cybersecurity, the company has built a broad-reaching portfolio of security solutions and services that can compete toe-to-toe with specialized pure-play vendors. Trustwave's commitment to its customers and the improvement of its services is apparent in SpiderLabs, a group focused on research, customer service excellence, and the betterment of the cybersecurity community. As Trustwave continues to develop value-enhancing tools such as Security Colony and to integrate its offering through the Fusion Platform, it will find further success even in the most competitive of environments. For its strong overall performance, Trustwave earns Frost & Sullivan's 2023 Americas Company of the Year Award in the managed and professional security services market.

## 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

## 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™.

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### 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)**

