

NTT LTD. RECEIVES THE 2023 PRODUCT LEADERSHIP AWARD

*Identified as best in class in the Indian advanced
threat detection 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. NTT Ltd.’s excels in many of the criteria in the advanced threat detection space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

Industry Challenges and Market Overview

The cybersecurity industry faces several challenges that impact everyday business operations. Technology overload and unmanageable control of compliance, sophisticated threat actors, application alert fatigue

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Best Practices Research
Analyst**

resulting in false positives, and tenured security operators that lack the ability to scale unknown threats are all considered common obstacles for enterprise security teams. Moreover, risk acceleration from unmet regulatory requirements increases susceptibility to missed events, remaining another ongoing problem. With attacks becoming more sophisticated, such as signatureless and multi-dimensional threats, the compromising of multiple infrastructure components, such as information technology (IT), operational technology (OT), and multi-cloud, are a bigger target. Today, enterprises look towards managed detection and response

(MDR)/advanced threat detection services that can counter modern day threats.

Traditional security approaches cannot respond to current threats for several reasons that include inadequate threat defense mechanisms built on legacy architecture, excessive use of point security solutions, and the inability to stop multi-vector attacks with limited visibility into the enterprise security architecture. Additionally, due to lack of skilled security analysts and their access to latest cybersecurity tools, enterprises turn to MDR or advanced threat detection services that allow them to cover their much-

needed improved security requirements. Advanced threat detection helps provide effective visibility while enterprises connect to cloud or hybrid infrastructures and enable a better incident response plan for security teams. Services that will alleviate the burden from overwhelmed security teams and initiate filtering processes for false positives remains essential.

The NTT Corporation is a global provider of technology and business solutions, with over 330,000 employees providing services in over 190 countries. NTT Limited is a part of the NTT Corporation and offers full stack services for cybersecurity, network, multi-cloud, the edge, and software-defined infrastructure. NTT is one of the strongest players in the Indian managed security services (MSS) market, with multiple advanced security operations centers (SOCs) in India. The company offers a wide global threat intelligence network that leverages next-generation technologies like machine learning (ML) and artificial intelligence (AI) to provide customers a comprehensive security portfolio. NTT is well-positioned to capitalize on new growth opportunities, cementing its leadership in the advanced threat detection space.

Meeting Clients' Needs through Reliable and Quality Design

Traditional MSS deal with limited access to next-gen tools and in-house technical experts to address advanced threats and end up spending more money on legacy cybersecurity services that, in the long run, struggle to detect and manage sophisticated threats. Cybersecurity providers must leverage progressive security technologies and offer robust threat intelligence to detect and disrupt hidden attacks to meet the industry's needs, enabling organizations to secure their infrastructure. NTT offers game-changing services that enable clients to stay ahead of cyber-attacks. The company's MDR/advanced threat detection services allow customers access to a robust platform that combines 24/7 human and machine expertise throughout its SOCs. ML and AI technology and global threat intelligence position NTT as a pioneer in the advanced threat detection industry. The company's advanced threat detection capabilities offer advanced analytics configuration to secure attacks that bypass standard forms of detection.

NTT integrates high reliability and quality in its products, from developing robust, user-friendly solutions to working closely with clients and partners to guide its product roadmap and enhance added features. The company allows customers to detect known and unknown threats before they happen and enables customers to protect their valuable information with swift detection and mitigation. Moreover, in 2021, the company reported that 73% of incidents were initially detected using its services.¹ Skilled security analysts and in-house response teams can focus on more tasks, increasing their productivity, reducing workloads, and allowing NTT to focus on any false-positive alerts by effectively investigating and validating threats and uncovering the root causes. The company offers superior multiple threat visibility from 14 threat intelligence data feeds, including advisory threat intelligence. NTT's advanced threat detection provides real-time attack monitoring and correlation, incident audit reports, and compliance. Moreover, organizations cut costs because NTT's service can leverage a customer's existing security architecture.

Frost & Sullivan recognizes NTT's ability to offer a robust product portfolio that delivers the best quality, reliability, and performance for its customers to enhance their security posture.

¹ <https://services.global.ntt/zh-sg/services-and-products/security/managed-security-services/threat-detection> (Accessed December 2022)

Customer Success and Operational Efficiency

NTT listens closely to its customers and uses their feedback to find ways to help their businesses grow.

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Recently, a leading Indian cooperative bank partnered with NTT to build a dependable security infrastructure and comply with regulations. As per regulatory requirements, banks are required to establish a SOC to monitor and respond to security threats. With NTT's expertise, the cooperative bank was able to automate threat response, safeguard customer data, and comply with regulations. The company has also helped a leading IT services organization strengthen their cybersecurity posture through the use of real-time threat intelligence and response solutions. This included providing comprehensive visibility across

their multi-cloud landscape spread across three countries, 24X7 monitoring and threat detection, and automated response to incidents. Consequently, the organization was able to simplify their compliance process and lower their overall IT security costs.

The Road Ahead

NTT demonstrates high-growth potential. The company is well-positioned in the market, with an industry-leading service that provides tremendous value in high-demand sectors. It will focus on delivering a go-to-market strategy throughout India and securing contracts with original equipment manufacturers with software-as-a-service products. NTT plans to increase the modularity of its services to fill the cloud visibility gap customers encounter. The company expects that a significant portion of customers from the manufacturing sector will seek OT security in the future, where NTT will readily provide its services when the time comes.

Conclusion

To be a product leader, a company needs to understand the market’s needs and deliver a solid solution designed and embedded with high-quality and reliable performance. Frost & Sullivan finds that NTT Ltd. (NTT) embodies this concept and exemplifies it with best practice implementation. NTT's robust managed detection and response (MDR)/threat detection services provide customers with a global threat intelligence network, making the company one of the strongest players in the Indian managed security services market. The company offers detective capabilities, responsiveness through automation, and advanced security operation centers (SOCs). NTT offers game-changing services that enable clients to stay ahead of cyber-attacks. The company’s MDR/threat detection services allow customers access to a robust platform that combines 24/7 human and machine expertise throughout its SOC, together with machine learning and artificial intelligence technology, positioning NTT as a pioneer in the advanced threat detection industry. With its strong overall performance, NTT earns Frost & Sullivan’s 2023 Indian Product Leadership Award in the advanced threat detection industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

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

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

Business Impact

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

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

