

# AHNLAB RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the South Korean  
endpoint 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. AhnLab excels in many of the criteria in the endpoint security 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

### **AhnLab: Trusted South Korean Endpoint Security Solution Provider**

Like many other countries, South Korea has seen a growing demand for endpoint security solutions. The increasing reliance on artificial intelligence, digital technologies, and the Internet of Things has magnified organizations' vulnerability to cyber threats, driving the need for robust security measures. As a result,

*“AhnLab’s suite of endpoint security products and services demonstrates the company’s commitment to delivering robust and integrated solutions to protect organizations against evolving cyber threats while streamlining security operations and compliance efforts.”*

**- Vivien Pua**  
**Cybersecurity Senior Industry Analyst**

organizations in South Korea typically adopt security solutions like antivirus software, intrusion detection and prevention systems, firewall solutions, and more advanced technologies such as behavior-based analysis and threat intelligence.

South Korea has stringent regulations related to cybersecurity and the government actively promotes cybersecurity measures and enforces regulatory compliance. Organizations are required to adhere to specific cybersecurity standards and report data breaches.

Moreover, South Korean organizations, both public and private, increasingly adopt advanced endpoint security solutions to protect their systems and data. With the growth of remote work and the use of mobile devices, the demand for endpoint security continues to rise.

Despite the market growth, there are challenges in the country's endpoint security industry. These challenges include the constant evolution of cyber threats, regulation compliance, and balancing security with usability. Therefore, there is a growing emphasis on educating individuals and organizations about cybersecurity importance and the industry's best practices. Public and private entities aim to increase awareness about the importance of endpoint security.

AhnLab is a prominent player in cybersecurity, specializing in comprehensive endpoint security solutions. Established in 1995, AhnLab has garnered a reputation as a trusted name in the global cybersecurity industry. With its roots in South Korea, the company has become a leading force in safeguarding individuals and organizations against various cyber threats, including malware, ransomware, and other vulnerabilities.

### ***Addressing Industry Demands with Excellent Solutions and Top-Notch Technologies***

At the heart of AhnLab's offerings are its cutting-edge endpoint security solutions. These solutions encompass a suite of antivirus, anti-malware, and threat-detection tools designed to protect devices such as computers, smartphones, and servers. In addition to endpoint security, AhnLab provides robust network security solutions to fortify organizations' networks against cyberattacks, intrusions, and data breaches. AhnLab excels in delivering timely and valuable threat intelligence services to its customers. By offering real-time insights into emerging cyber threats, AhnLab empowers organizations to defend themselves against new and evolving dangers proactively. The company also extends managed security services to assist organizations in managing their cybersecurity infrastructure effectively. Additionally, AhnLab offers security consulting services, allowing clients to assess their cybersecurity posture, identify vulnerabilities, and develop strategies to enhance security.

Through its unwavering commitment to protecting digital assets and privacy from cyber threats, AhnLab contributes to a safer and more secure digital landscape. The company offers an integrated endpoint security platform known as AhnLab EPP (endpoint protection platform). AhnLab EPP streamlines the management of critical security functions, including antivirus protection, patch management, personal data security checks, vulnerability assessments, and advanced threat detection and response solutions. This comprehensive suite is accessible through a single agent and a unified management console (single management console). The company's solutions under its EPP space include:

**AhnLab V3 Antivirus Solution:** AhnLab V3 is an advanced antivirus solution that safeguards personal computers (PC) from various security threats. It employs multi-dimensional analysis platforms, including behavior and reputation-based analysis, to provide comprehensive protection. The technology provides effective defense against evolving security threats with minimal impact on system performance. This V3 solution sets itself apart with its proprietary scanning engine and a vast sample database compiled over 30 years of meticulous malicious code analysis. This extensive database, the largest in Korea, underpins V3's ability to detect and mitigate emerging threats effectively. V3's excellence has garnered global recognition through consistent validation by reputable testing agencies, such as AV-Test, earning it a prestigious status of a top product.

**AhnLab EPP Patch Management:** EPP Patch Management is a specialized solution integrated into the company's endpoint security platform. It efficiently manages security patches, real-time monitoring, and central management of endpoint systems to enforce security policies. It helps to improve system security, compliance, and ease of patch management for organizations. What truly sets AhnLab apart is the operation of a dedicated patch lab, where patches are pre-verified and analyzed for stability. This unique capability provides customers with trusted and stable patches, enhancing overall system security and minimizing vulnerabilities.

**AhnLab EPP Privacy Management:** EPP Privacy Management is dedicated to preventing personal information leakage on endpoints and blocking suspicious activities that could result in data breaches.

**AhnLab EPP Security Assessment:** EPP Security Assessment assesses the security status of business PCs and enhances overall endpoint security through automated vulnerability checks and actions. It helps minimize security risks, efficient vulnerability management, and strengthened endpoint security.

**AhnLab EDR (Endpoint Detection and Response):** A solution that detects and responds to endpoint threats using AhnLab's behavior-based analysis engine. It helps organizations minimize response times, potential damage, and recurrence of unknown dangers. EDR goes beyond threat detection; it provides a comprehensive context to understand the attack flow from initial intrusion to infection. Additionally, it offers practical and user-friendly tools for threat analysis and identification, empowering organizations to secure their systems quickly and precisely.

Furthermore, AhnLab has adopted various strategies to cater to South Korean organizations' evolving needs. One significant development is AhnLab's provision of MDR (managed detection and response) services in conjunction with its EDR products. This integrated approach allows AhnLab to offer comprehensive security solutions, addressing the South Korean market's unique challenges and requirements. MDR services go beyond traditional EDR by providing managed expert services for detecting and responding to security threats effectively.

In October 2023, AhnLab, a prominent South Korean security vendor, unveiled its groundbreaking cybersecurity solution, AhnLab XDR. This AI-powered, SaaS-delivered platform revolutionizes threat detection by offering granular insights, precise risk identification, and contextual analysis. The result is an intuitive company-wide risk score, empowering users to prioritize and manage cyber risks effectively. Functioning as an open XDR platform, AhnLab XDR seamlessly integrates with both native and third-party products, providing users with extensive security controls for comprehensive response actions. This innovative solution reflects AhnLab's unwavering commitment to a platform-centric approach, showcasing their dedication to continuously enhancing threat detection and response technology to future-proof their customers against evolving cyber threats.

From Frost & Sullivan observations, AhnLab's suite of endpoint security products and services demonstrates the company's commitment to delivering robust and integrated solutions to protect organizations against evolving cyber threats while streamlining security operations and compliance efforts.

### ***Building Trust through a Customer-centric Approach***

AhnLab places a strong emphasis on research and development in the field of cybersecurity. Many organizations need help with fragmented and disparate security solutions, leading to complex management and potential security gaps. This situation highlights the need for a solution that unifies security management under one platform. Therefore, through a dedicated team of cybersecurity experts and state-of-the-art laboratories, AhnLab continuously explores new techniques, methodologies, and technologies to stay ahead of the ever-changing threat landscape. This proactive approach enables the company to deliver high-quality and effective cybersecurity solutions that address the unique challenges faced by organizations in today's digital age.

*“Through AhnLab EPP’s single-agent, the company’s single-management console approach streamlines endpoint security operations. It provides a centralized hub for managing various security functions, reducing complexity and resource overhead, and addressing the need for efficient operations.”*

**- Norazah Bachok**  
**Best Practices Research Analyst**

Moreover, AhnLab tailors its suite of endpoint security solutions to meet the unique needs of South Korean organizations. Its emphasis on proprietary technology, reliability, and global recognition positions the company as a trusted partner in the construction of robust and effective cybersecurity systems. Cybersecurity solutions have traditionally focused on isolated, point security measures, leaving organizations vulnerable to sophisticated and evolving threats. Through its EPP solution, AhnLab recognizes this gap and has developed its next-generation endpoint security platform to provide a more

comprehensive and efficient threat response that addresses several unmet customer needs.

Furthermore, traditional security measures often need more agility to respond effectively to emerging threats in real time. Customers require a solution that offers rapid threat response capabilities. AhnLab EPP empowers organizations to respond more efficiently to security threats by enabling the organic establishment of linkage rules and countermeasures between multiple endpoint security solutions. This adaptive response mechanism meets the need for swift and precise threat response. Furthermore, managing and operating multiple security solutions separately is resource-intensive and time-consuming for technology teams. Organizations needed a more efficient way to manage their endpoint security operations. Through AhnLab EPP’s single-agent, the company’s single-management console approach streamlines endpoint security operations. It provides a centralized hub for managing various security functions, reducing complexity and resource overhead, and addressing the need for efficient operations.

AhnLab also offers proactive threat mitigation through its organic linkage of security solutions. This solution allows organizations to create preventive strategies and response measures, ensuring proactive addressing of potential threats. It aligns with the imperative for preemptive security measures. Frost & Sullivan’s analysis found that AhnLab’s innovative approach to endpoint security addresses these unmet customer needs and provides a powerful and efficient platform that helps organizations stay ahead of evolving cybersecurity challenges.

## ***Excellent Growth Strategies Lead to Remarkable Business Performance***

Customer satisfaction has always been AhnLab's top priority. The company's commitment to sustained excellence in endpoint security is evident through its customer-centric approach and dedicated global response organization, AhnLab Security intelligence Center (ASEC). ASEC, composed of top-tier malware analysts and security experts, plays a pivotal role in maintaining the company's excellence. Operating 24/7 365 days a year, AhnLab consistently evolves its security engines to respond promptly to emerging forms of malicious code. This proactive stance is a testament to its sustained excellence, recognized by independent security experts and industry observers. Its unique customer service experience benefits the company's market standing and showcases its unwavering commitment to innovation and trust-building in endpoint security.

With a presence in numerous countries worldwide, AhnLab boasts a global footprint. This extensive international reach enables the company to cater to customers across diverse industries and geographical regions. AhnLab's global perspective is instrumental in delivering tailored cybersecurity solutions to meet South Korean organizations' unique challenges. As a result, AhnLab has received numerous certifications and accolades for its cybersecurity products and services, demonstrating its commitment to excellence in the industry. The company's exceptional achievements, such as its participation in the MITRE ATT&CK evaluation for three consecutive years, underscore this recognition. This exclusive distinction sets AhnLab apart as the sole Korean company to consistently engage in these rigorous assessments, reflecting its relentless dedication to enhancing its product performance. These assessments serve as a confirmation of AhnLab's position as a global cybersecurity force.

Due to its broad establishment, remarkable EDR solutions, and seamless customer experience initiatives, AhnLab exhibited impressive financial performance in 2022. The company achieved an incredible milestone with approximately KRW 120,011 million in total revenues. Remarkably, AhnLab achieved a robust double-digit growth rate of 16% in 2022 (compared to the previous year). The company's exceptional 2022 financial performance, coupled with its market leadership and continuous product enhancement, underscores its enduring influence in the endpoint security arena. The unanimous recognition from industry experts further attests to its world-class status, affirming its role as a trusted partner in safeguarding South Korean organizations against the ever-evolving threat landscape.

## **Conclusion**

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AhnLab consistently demonstrates remarkable expertise and competence within the South Korean endpoint security landscape. Offering top-tier cybersecurity solutions, the company empowers individuals and organizations to harness technology securely. In the ever-evolving field of endpoint security, AhnLab proactively leverages megatrends like artificial intelligence and threat intelligence to enable organizations to identify and seize opportunities in the South Korean market effectively.

The company streamlines its security management offerings by seamlessly integrating various endpoint security solutions. AhnLab's unwavering commitment to excellence and innovation in threat detection and response shines through its continuous participation in the MITRE ATT&CK evaluation for three consecutive years. This enduring dedication vividly illustrates AhnLab's position as a trailblazer in the EDR (endpoint detection and response) arena.

MITRE ATT&CK evaluations, renowned for their impartiality, serve as resounding endorsements of AhnLab's capabilities, further solidifying its reputation as a global EDR leader. The company's unwavering dedication, coupled with international recognition and a relentless commitment to innovation, cements its status as a pivotal player in the EDR domain. Beyond technology, AhnLab actively contributes to the growth and maturation of EDR solutions, ultimately fortifying organizations in South Korea against the ever-evolving threat landscape.

With its strong overall performance, AhnLab earns Frost & Sullivan's 2023 South Korea Company of the Year Award in the endpoint security industry.

## 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

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## 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)**

