FROST & SULLIVAN

LINTASARTA RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

Identified as best in class in the Indonesia cybersecurity services 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. Lintasarta excels in many of the criteria in the cybersecurity services 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

Cybersecurity Challenges in Indonesia

Demand for cybersecurity services in Indonesia has steadily increased in recent years, following the reported higher number of cyberattacks. The country's rapid digitalization has attracted a large number of consumers, making it a target for cyberattacks. Throughout 2021 and 2022, a few high-profile cybersecurity incidents occurred involving multiple entities and organizations, including the General Elections Commission (KPU), state-owned utility Perusahaan Listrik Negara (PLN), and the national healthcare and social security agency (BPJS).

With these cyberattacks, many organizations in the country are extremely concerned that mitigation would lead to more alerts, which can overwhelm organizations' existing in-house security teams because of the long-standing issue of hiring qualified cybersecurity professionals.

Addressing Unmet Needs

As cyberattacks increase, organizations in Indonesia are dealing with the lack of qualified cybersecurity professionals, making it tougher to deal with cybersecurity matters as optimally as they would have hoped. To handle the rising number of cyberattacks amidst the talent shortage, organizations are outsourcing their cybersecurity operations to external service providers to manage and mitigate risks more effectively.

Jakarta-based SQURA Cybersec by Lintasarta helps organizations in Indonesia manage and monitor their cybersecurity operations amidst the rising number of cyberattacks. SQURA Cybersec is one of Lintasarta solutions, stands as a beacon of resilience and innovation in the face of evolving cyber threats. Lintasarta is a leading information and communication technology (ICT) company in Indonesia, was founded in 1988 with the aim to deliver wide-ranging information technology services, such as data communications, cloud services, and cybersecurity services, across various verticals. With aggressive efforts to improve its cybersecurity services, SQURA Cybersec by Lintasarta has cemented its position as a leading managed security service provider (MSSP) in Indonesia.

> *"Frost & Sullivan applauds SQURA Cybersec by Lintasarta's continuous commitment to adapt its cybersecurity services portfolio to the current threat landscape, providing organizations with the latest cybersecurity solutions that will help them manage and mitigate risks in their IT environments. In addition, the company can support organizations that have small in-house security teams with best-of-breed cybersecurity solutions that they might be unable to afford and manage on their own."*
>
> *- Daphne Dwiputriane*
> *Research Associate*

Frost & Sullivan commends SQURA Cybersec by Lintasarta for closely observing the threat landscape that organizations in the country are facing, especially as the landscape continues to become more sophisticated and complex because of many organizations' digital transformation journey.

SQURA Cybersec by Lintasarta's most notable cybersecurity service is its 24/7 monitoring and response managed security operations center (SOC), which the company designed to be the core component of its cybersecurity services offering. As a result, the company delivers network security, endpoint security, threat intelligence, and vulnerability management through the managed SOC. Moreover, the company delivers professional security services, such as security maturity assessment and penetration testing frameworks, which are integrated within the managed SOC as well.

Compared to competitors, SQURA Cybersec by Lintasarta has implemented security orchestration, automation, and response (SOAR) and security information and event management (SIEM) technologies within its managed SOC, causing less hassle for customers. With these capabilities available in its managed SOC, Lintasarta finds major success in Indonesia as a preferred cybersecurity service provider among local organizations.

Visionary Scenarios through Mega Trends

Frost & Sullivan has identified the Mega Trends of OT security and extended detection and response (XDR) in the cybersecurity services market. The demand for these trends is based on organizations facing a wider threat landscape after incorporating more technology solutions in their IT environments during their digital transformation journey.

SQURA Cybersec by Lintasarta recognized that solely pushing its managed SOC to potential customers is no longer a viable strategy in a post-digital transformation reality. Organizations now need enhanced security to protect their cybersecurity operations against an increasingly evolving threat landscape. SQURA Cybersec by Lintasarta, therefore, has replaced its anti-virus offering with XDR services in its cybersecurity portfolio after deeming that anti-virus capabilities are no longer a suitable security solution in defending against more advanced threats. By introducing XDR into its portfolio, the company has gained

higher traction in the market because many organizations in Indonesia are looking for efficient, automated detection and response solutions for endpoints, to counter the high number of cyberattacks.

Frost & Sullivan applauds Squra Cybersec by Lintasarta's continuous commitment to adapt its cybersecurity services portfolio to the current threat landscape, providing organizations with the latest cybersecurity solutions that will help them manage and mitigate risks in their IT environments. In addition, the company can support organizations that have small in-house security teams with best-of-breed cybersecurity solutions that they might be unable to afford and manage on their own.

Implementation of Best Practices

In 2022, SQURA Cybersec by Lintasarta began providing regular reports on the security posture of customers' IT environments, propelling the interest of many verticals in Indonesia, particularly banking. Organizations in the Indonesian banking sector are subject to stringent industry-specific regulations and are required to report on their security posture to authorities regularly. With this service, SQURA Cybersec by Lintasarta has gained high traction in the market, making the company the standard among managed security service providers in the country.

> *"Frost & Sullivan commends SQURA Cybersec by Lintasarta for closely observing the threat landscape that organizations in the country are facing, especially as the landscape continues to become more sophisticated and complex because of many organizations' digital transformation journey. SQURA Cybersec by Lintasarta's most notable cybersecurity service is its 24/7 monitoring and response managed SOC, which the company designed to be the core component of its cybersecurity services offering."*
>
> *- Daphne Dwiputriane*
> *Research Associate*

Additionally, Lintasarta Cloudeka launched its Deka Sovereign Cloud in January 2023, a virtualization technology-based cloud service that aims to strengthen the cloud architecture by using a standard security framework to help organizations comply with local data regulatory standards. In addition, this service aims to provide organizations in Indonesia with better visibility over the location of their data. In terms of helping organizations comply with regulatory standards, Lintasarta ensures its cybersecurity services portfolio can meet the standards set in various regulations, such as ISO 27001, ISO 2000, PCI-DSS, and the National Institute of Standards and Technology (NIST) Cybersecurity Framework. This value proposition in the market provides potential customers with the confidence that Lintasarta can help them manage and mitigate the risks in their cybersecurity operations based on various regulatory standards.

Leadership Focus

SQURA Cybersec by Lintasarta built its cybersecurity services on the four interconnected pillars of people, process, technology, and ecosystem. SQURA Cybersec by Lintasarta, therefore, designed its cybersecurity services portfolio to address the wide-ranging security challenges relevant to most organizations in the country. SQURA Cybersec by Lintasarta's customers benefit from holistic and comprehensive cybersecurity services to manage and mitigate risks in their cybersecurity operations effectively, as opposed to outsourcing to a company that strictly uses popular cybersecurity brands rather than relying on the quality of its cybersecurity services to push its offering in the market.

In addition to offering its cybersecurity services portfolio, Lintasarta is widely known for its non-security services in Indonesia. The company offers more benefits with its bundling packages, where customers can combine cybersecurity services with non-security services, such as cloud, connectivity, and data centers. For example, customers that initially purchase Lintasarta's cloud offering can add cybersecurity service to the final package. This pricing strategy allows Lintasarta to reach a wider customer base and retain its leadership position in the market.

Price/Performance Value

Cost is often a deciding factor for many cost-sensitive organizations in Indonesia and can influence how they spend their cybersecurity budget. Organizations often delay their investments in a cybersecurity solution if the price is deemed too high, even though the solution would effectively address their security challenges.

Lintasarta understands that offering the best value is critical to its growth strategy and thus developed a pricing model that includes negotiating the final price based on customers' budgets. The bundling option has helped Lintasarta gain high traction in the market; however, compared to competitors, SQURA Cybersec by Lintasarta is willing to allow customers to scale slowly and utilize more of its cybersecurity services in the long run. Potential customers can request SQURA Cybersec by Lintasarta to help manage simple cybersecurity services in their IT environments, such as 24/7 monitoring, thus enabling SQURA Cybersec by Lintasarta to showcase its skills and expertise to these potential customers, in turn increasing their confidence in looking into SQURA Cybersec by Lintasarta's broader cybersecurity services portfolio.

With this pricing strategy, the company engages with customers of various industry backgrounds and sizes, especially those that are hesitant to splurge on cybersecurity services because this strategy allows customers to observe its expertise in adapting to their security posture and effectively addressing their security challenges. Moreover, this strategy allows SQURA Cybersec by Lintasarta to gain the confidence of customers that have smaller cybersecurity budgets but still want to improve their security posture.

Frost & Sullivan commends SQURA Cybersec by Lintasarta for its flexible business model, allowing even organizations with smaller cybersecurity budgets to gain access to its cybersecurity services. As a result, more organizations in Indonesia can protect themselves against cyber threats and attacks. Furthermore, this flexible business model will allow SQURA Cybersec by Lintasarta to maintain its growth momentum in the next few years.

Financial Performance

According to Frost & Sullivan's latest estimates, Lintasarta registered a strong year-on-year (YoY) growth rate of 22.8% in 2022, despite the economic slowdown that engulfed Indonesia at that time. Many organizations in the country, therefore, became more conservative in their spending on cybersecurity solutions as they tried to maintain a positive cash flow. With such strong growth, Lintasarta has cemented its position as the largest managed security services provider in the country.

Conclusion

Many organizations in Indonesia are facing several issues, such as the rising number of cyberattacks, the long-standing cybersecurity talent shortage, and economic uncertainties in the past year. SQURA Cybersec by Lintasarta is well positioned as a company that organizations can rely on to alleviate these issues by providing wide-ranging cybersecurity services and access to cybersecurity experts to help them manage their cybersecurity operations. With its strong overall performance, Lintasarta earns Frost & Sullivan's 2023 Indonesian Company of the Year Award in the cybersecurity services industry.

                                             The Growth Pipeline Company™

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

　　　　　　　　　　　　The Growth Pipeline Company™

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)**