FROST & SULLIVAN

SEKOIA.IO RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD

Identified as best in class in the European extended detection and response (XDR) 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. Sekoia.io excels in many of the criteria in the European XDR space.

AWARD CRITERIA

Business Impact	Customer Impact
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Addressing Organization's Most Pressing Needs with XDR

Extended Detection and Response (XDR) solutions are enjoying extremely high adoption and expansion throughout the cybersecurity industry. The solution addresses many of the most important use cases faced by global organizations, enhancing cyber resilience through comprehensive threat detection and response, integration with native and third-party security controls, and meaningful automation.

Organizations must deal with several compounding factors that make it challenging for them to effectively protect their environments and set up security perimeters: rapidly evolving threats that are numerous and harder to detect with conventional security solutions; pervasive threats that take advantage of zero-day vulnerabilities; a worrying shortage of cybersecurity professionals across the globe that makes it harder to hire and retain talent; and the ever-present alert fatigue that security analysts experience, worsened by the sophistication of threats and the lack of personnel.

XDR breaks the security silos, collecting and correlating the information from disparate security solutions to dramatically enhance threat detection capabilities and reduce false positives. Behavioral analysis of events and assets within the ecosystem allows XDR solutions to detect even the most pervasive and stealthy of threats thanks to the visibility it provides across the environment. The automation features of XDR help alleviate security analysts' tasks, allowing them to focus on high-priority alerts. By leveraging these capabilities, organizations across the cybersecurity maturity spectrum can benefit from XDR in different ways.

There are as many approaches to XDR as there are solutions, as every vendor has a different background and focus. However, XDR can be broadly categorized as either open (focused on third-party integrations and open architecture to provide more flexibility to customers), native (focused on providing native integrations with the vendor's own, usually comprehensive, security stack to improve detection and response), or hybrid (combining both approaches while keeping a smaller focus on native integrations, allowing customers to decide which works better for them). Currently, both the hybrid and the open approaches to the solution are growing in demand, as the vision of vendor-agnostic XDR provides the most flexibility for many organizations.

Sekoia – An Open Approach to XDR in the European Market

Sekoia.io (Sekoia) is a cybersecurity company based in Paris, France. Founded in 2008 as an auditing and consulting firm, the vendor shifted its focus to threat intelligence, a then-novel field in the cybersecurity space, in 2012. The Sekoia platform was first introduced in 2020 when XDR was in its infancy and growing in popularity among early adopter organizations. Sekoia has raised €45 million over two funding rounds, the first in October 2020 and the second in May 2023, which is a testament to its success.

Sekoia's XDR solution is built on a multi-tenancy architecture that allows both corporate and MSSP usage through delegation access. Such a feature enables Sekoia's go-to-market strategy, allowing it to maximize its market penetration efficiently: the company delivers the Sekoia.io platform to both mature enterprises through its corporate SOC offering and reaches smaller and less mature organizations via MSSPs and channel partners.

Sekoia's home market is the European region, but it intends to expand to reach organizations that need its products across the globe. Additionally, Sekoia's focus industry verticals (finance, government, manufacturing, oil & gas, and mining) are increasing their security budgets and demanding advanced security solutions such as XDR to deal with the increasing number of attacks targeting critical infrastructure and operational technology. As a result, Sekoia is poised for significant growth as it continues to deliver comprehensive visibility through its open XDR platform.

Contextualization and Flexibility

Sekoia supports the open approach to XDR, with the way it continues to build on the Sekoia.io platform underlining its commitment to providing flexibility to customers and allowing them to select whatever tools they need to enhance their cyber resilience. The company delivers its open XDR product in the form of a SOC platform comprised of SIEM, CTI, SOAR, and an investigation platform as an all-in-one solution. Harnessing its experience and expertise in the cyber threat intelligence market, the Sekoia.io platform takes advantage of native threat intelligence from its own database. This data helps to contextualize threats, enhancing the detection workflow of XDR and providing valuable insights for security analysts.

Sekoia XDR also delivers a great experience for users through preset and customizable dashboards that aid the investigation process, ensuring customers have all the information they need to make decisions on the relevance of alerts, distinguish false from true positives, and secure their business-critical data. Other features of the platform also help customers to address their distinct use cases and allow analysts to focus on the important alerts: a playbook interface to enhance detection and enrich/contextualize asset information; MSSP mode with corporate SSO, two-factor authentication, delegation features, and full

audit trail; several detection rules that can be activated or deactivated according to customer maturity, and other capabilities.

An Ever-Growing Vendor-Agnostic Ecosystem of Integrations

Sekoia's greatest asset is its focus on providing a comprehensive, extensive, and flexible ecosystem of third-party integrations to deliver on the true promise of vendor-agnostic XDR. The company has built its platform with open APIs for enhanced integrations, creating a network of over 160 third-party tools including top-tier cybersecurity vendors such as Microsoft, SentinelOne, Fortinet, CrowdStrike, and others.

Such extensive telemetry allows customers to select the security solutions they need to secure their environments, which is especially useful for organizations seeking flexibility above all. Highly mature organizations can also benefit greatly from this open approach to XDR, as it unlocks the potential to select the best-in-breed products for each cybersecurity category, enabling enterprises to assemble a highly customized, effective, and comprehensive security strategy.

Furthermore, Sekoia understands that companies with varying levels of maturity, security budget, and cloud adoption are in dire need of advanced solutions like XDR, just as much as the most advanced enterprises. Because of this, Sekoia doubles down on flexibility to provide extreme value to these customers too. Sekoia allows organizations to request specific integrations at any point, through a very simple process. This means that no matter which solutions they might have chosen in the past, any customer can leverage their existing security investments into their XDR strategy thanks to this value-multiplying feature that Sekoia delivers. Additionally, this approach results in a fast-growing ecosystem of integrations, as Sekoia can make these integrations available to all clients once they are written, meaning that helping one customer drives innovation for everyone.

These open, flexibility-oriented features benefit organizations that struggle to recruit security experts to their SOCs as a consequence of the cybersecurity personnel shortage. The Sekoia.io platform's open architecture allows it to easily integrate with whatever security solutions the customer has, removing the need to purchase additional tools. In turn, this enables the analysts to learn how to leverage the platform for detection and response in an environment they are already familiar with. Allowing analysts to grow organically into their role and take one step at a time on their journey to becoming experts adds value for the customer and for the wider cybersecurity community.

Conclusion

Sekoia.io is committed to the open approach to XDR, enhancing customer visibility, threat detection, investigation, and response through a highly flexible ecosystem of third-party integrations. Sekoia's success in the European market comes from its ability to effectively deliver on many XDR use cases, with customer value always top of mind. By providing features that solidify its XDR platform's usage as part of an MSSP's offering, Sekoia shows an understanding of the market, and the needs of customers with varying degrees of security maturity. Allowing customers to request any integration they need ensures constant expansion of the already large vendor-agnostic integration portfolio, and enables organizations to leverage their existing security investments into their XDR strategy. Through these features, Sekoia unlocks its customers' growth potential through cybersecurity excellence, and multiplies value significantly across the security environment. With its strong overall performance, Sekoia.io earns Frost & Sullivan's 2023 European Customer Value Leadership Award in the XDR market.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

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

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

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

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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)**