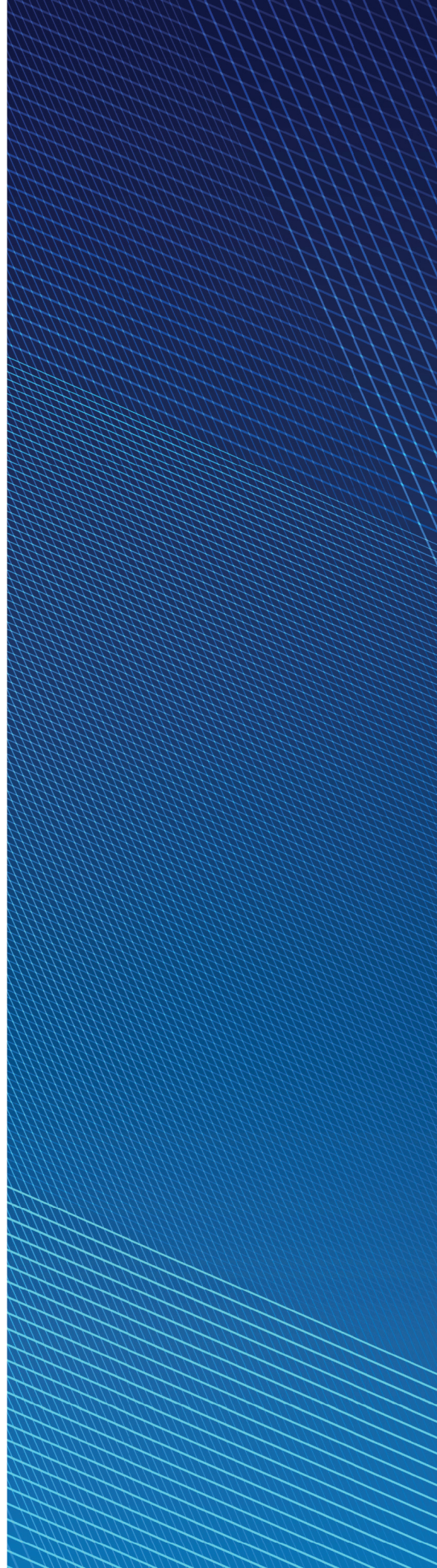# FROST & SULLIVAN

CISCO SYSTEMS RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

Identified as best in class in the Asia-Pacific email 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. Cisco Systems, Inc. (Cisco) excels in many of the criteria in the email security 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

Addressing Unmet Needs

Business operations rely heavily on email communication, which frequently serves as a primary target for potential security breaches. Email security provides a secure means of exchanging messages and implementing filters based on parameters such as content, source, and specific criteria to combat the new threats emerging daily. Cisco adopts a forward-looking approach to email security, placing it in an advantageous position to meet the demands of the evolving email security threat landscape.

The Cisco Secure Email suite keeps on-premises or cloud-based email safe and productive by stopping phishing, spoofing, business email compromise (BEC), credential theft, ransomware, malware, and spam. This email security solution uses a layered defense strategy to detect, quarantine, investigate, and remediate cyberattacks targeting email. Cloud Mailbox Defense, a cloud-native solution proven to block advanced threats that Microsoft 365's native security fails to detect, is part of the Secure Email suite and provides internal mail scanning, preventing costly account takeovers. Positioned to address emerging threats, Cisco Secure Email offers innovative detection methods via natural language processing and data modeling of threat techniques. The new software-as-a-service (SaaS) platform offers capabilities to prioritize response to advanced techniques such as display name impersonation, brand imposters, and account takeovers.

Cisco continuously launches initiatives dedicated to addressing evolving threats and customer needs in email security. In 2021, the company funded data science and research teams to deliver novel methods

to detect attacker techniques specifically for email. In 2022, it created more than 200 new detectors with rich telemetry to use against targeted and hard-to-detect attacks. Moving forward, Cisco is transitioning toward a threat-centric approach focused on a new search and reporting interface that will provide information on threat categories, threat actors, techniques and rule hits, and the rationale of verdicts.

Visionary Scenarios Through Mega Trends

The migration of companies to cloud-based infrastructures is significantly transforming the email security landscape. As organizations transition their operations to cloud platforms, traditional on-premises email security solutions are increasingly inadequate to address the evolving cyber threats. This shift necessitates a more dynamic approach, one that can proactively combat sophisticated attacks while offering seamless integration with cloud-based email services. Companies seek not only stronger protection, but also solutions that can adapt to the scalability and mobility inherent in cloud-based operations.

Cisco is swiftly responding to the changing email security needs driven by the move to the cloud. As of 2020, Cisco has transitioned almost completely to cloud-based solutions. The company has strategically redefined its approach to email security by integrating cloud-native solutions into its offerings. Its cloud-based email security suite addresses the trend toward cloud adoption, providing comprehensive protection and adaptability required in the cloud environment.

> *"Cisco is swiftly responding to the changing email security needs driven by the move to the cloud. As of 2020, Cisco has transitioned almost completely to cloud-based solutions. The company has strategically redefined its approach to email security by integrating cloud-native solutions into its offerings."*
>
> *– Jiana Edades*
> *Consulting Analyst*

Leveraging its expertise in networking and security, Cisco has engineered solutions that seamlessly integrate with cloud-based email platforms, offering a layered defense strategy against a broad spectrum of threats. This approach not only improves email security, but also ensures that businesses can safeguard communications without compromising the agility and scalability of cloud operations.

Cisco's overarching cloud security vision is built on offering integrated networking and security solutions with public cloud economics, but without the lock-in restrictions. This approach reflects Cisco's commitment to flexibility, enabling clients to navigate the evolving cloud landscape without lock-in. Frost & Sullivan finds that these strategies and Cisco's proactive stance in adapting its email security to the cloud have solidified its position as a leading player in the cloud-driven cybersecurity solutions market.

Financial Performance

Since its establishment in 1984, Cisco has served as a leading technology enterprise. It is the largest enterprise and security vendor in terms of revenue. As a testament to this success, Cisco recorded a revenue of $51.6 billion in 2022, a 3% increase from the previous year. Having evolved as a company focused on networking solutions, Cisco's Security segment is continuously gaining traction, recording a revenue of $3.7 billion in 2022, a 9% increase from the previous year.

Cisco's global success is also reflected in APAC, where its email security solutions are seeing remarkable adoption and market dominance. As a result of its robust financial performance and standing, Cisco

consistently invests in improving solution offerings. More specifically, it has invested more than $30 million in building email security capabilities over the last five years.

Customer Service Experience

Cisco's commitment to exceptional customer service defines its reputation as a leading email security solution provider. Every subscription comes with a dedicated customer success manager for onboarding assistance and 24/7 support from the Cisco Technical Assistance Center (TAC). This is available to all customers, partners, resellers, and distributors with valid Cisco service contracts. Cisco's support infrastructure is designed to make the user experience convenient and effective. This ensures exceptional customer service experience, applicable to both onboarding and troubleshooting.

Cisco also extends its top-notch customer service to Small Business Products. It has dedicated TAC engineers for the Small Business Products segment to provide support by chat or phone. There are also dedicated contact numbers for each country, including APAC. The support is free for products under a service contract or warranty. Cisco's approach highlights its dedication to reaching every customer, regardless of size, providing a consistent and high-quality service experience across the board.

Moreover, the accessibility of product information online exemplifies Cisco's customer-centric approach. Its product support page provides all documentation, security notices, and quick links to support resources for relevant Cisco products. Its software download page allows customers to download and manage new software, get updates or patches, or upgrade their current software to the latest release. Its licensing support page helps customers troubleshoot common licensing issues and leverage easy-to-follow documentation for PAK-based and Smart Licenses. This easy access to resources streamlines and enhances the customer service experience, allowing users to navigate and troubleshoot with ease. Cisco's holistic approach to customer service, offering accessibility, speed, stress-free assistance, and high-quality support, underpins its distinction as a leader in providing unparalleled service in email security.

Best Practices Implementation

An increasing number of organizations are gravitating toward a platform approach in email security to streamline and consolidate their security measures. This shift is driven by the need for a more cohesive and comprehensive system that simplifies management, enhances efficiency, and provides a holistic defense. Cisco addresses this through SecureX, a cloud-native platform with XDR capabilities that connects Cisco Secure Email to the rest of the Cisco Secure Portfolio and third-party solutions.

SecureX is the broadest, most integrated platform on the market, removing bottlenecks that currently hinder convoluted security workflows. It is included with the licensing of any security solution, serving as Cisco's key differentiator against other solution providers. The process is simple: customers can log in with their Cisco credentials to activate SecureX and start securing networks, users and endpoints, cloud edge, and applications with a simplified platform approach.

Integration of SecureX and Secure Email allows customers to understand email as a threat vector by visualizing message, sender, and target relationships in the context of a threat. Secure Email provides tiles to the SecureX dashboard, as well as actions for orchestration so customers can build automated workflows. Overall, the platform enables customers to gain visibility and identify threats in a multi-vendor,

multi-vector environment. Cisco's platform approach and strategy demonstrate its commitment to pioneering advancements and best practices within the email security domain.

Price/Performance Value

Cisco's Secure Email Threat Defense stands out due to its exceptional price-to-performance value. Pricing is modeled after a "per-user" basis, which means it applies to a single-knowledge worker. Cisco offers a variety of subscription options, spanning one-, three-, and five-year terms, with significant savings on multi-year options. There is no extra charge for scheduled billing (monthly, quarterly, yearly, or full payment), allowing for financial flexibility. Moreover, Cisco's email security solutions can be included in Cisco's buying programs, such as commercial bundles and Enterprise Agreements. Cisco also provides financing options through Cisco Capital. This grants customers increased convenience and potential savings.

> *"Unlike many competitors, Cisco's email security solution does not require customers to bundle their gateway solutions, providing a standalone and versatile choice."*
>
> *– Jiana Edades*
> *Consulting Analyst*

Unlike many competitors, Cisco's email security solution does not require customers to bundle their gateway solutions, providing a standalone and versatile choice. Cisco's solution not only excels in providing cost-effective measures, but also underscores a commitment to enhancing customer experience by supporting the realization of the total value from investments. Its ability to seamlessly integrate with Microsoft 365 showcases a strategic alignment, aiding customers in maximizing their investments in both solutions. This approach solidifies customer retention, especially during cloud transitions, reinforcing the value of the combined offering of Cisco Secure Email and Microsoft 365, affirming Cisco as a leader in delivering superior value in the APAC email security landscape.

Conclusion

Leveraging its leadership in networking and security solutions, Cisco has established itself as a leading player in the email security solutions market. The company demonstrates strength as an email security solution provider by addressing unmet customer needs in the evolving email security threat landscape, recognizing mega trends by developing cloud-based solutions, providing reliable and effective customer service experience, and implementing industry best practices through its SecureX platform approach. Overall, Cisco delivers an unparalleled price-to-performance ratio and significant return on investment for its customers.

Cisco's unwavering dedication to evolving with the dynamic cybersecurity landscape solidifies its position as the premier provider of email security solutions in APAC, setting a benchmark for excellence in the industry.

With its strong overall performance, Cisco Systems earns Frost & Sullivan's 2023 Asia-Pacific Company of the Year Award in the email security industry.

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

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)**