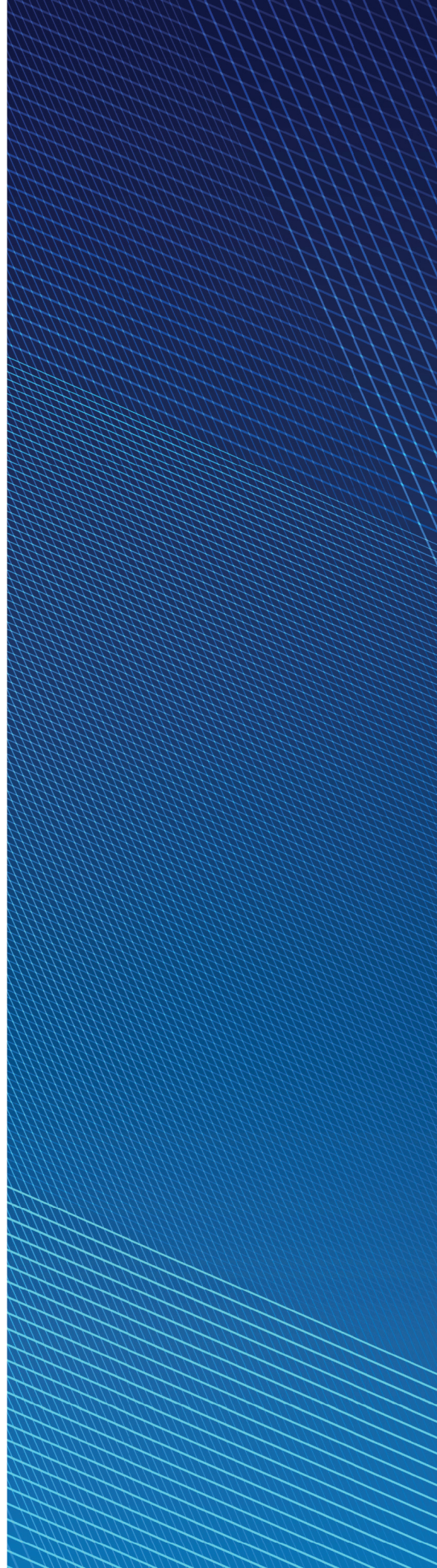


# GROUP-IB RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

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*Identified as best in class in the global external risk mitigation & management (ERMM) 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. Group-IB excels in many of the criteria in the ERMM space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

### *The Blueprint for Success*

For more than two decades, Group-IB has been empowering organizations to secure their digital footprints with its intelligence-driven technologies and in-depth cybersecurity expertise. The vendor’s unwavering commitment to innovation and growth has been recognized in numerous publications, including Frost & Sullivan’s vendor benchmark reports. Group-IB’s extensive product portfolio spans

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**Sr. Industry Analyst**

external risk mitigation, fraud protection, business email protection, and managed extended detection & response (XDR) solutions to provide a robust defense against evolving cyber threats. Headquartered in Singapore, the vendor has rapidly expanded its global presence, boasting a dedicated workforce of over 550 full-time employees, and serving a clientele of over 800 customers through to its tailored offerings, commitment to innovation, and diverse expansion strategy.

Group-IB recognized early that effective cybersecurity requires a global perspective while maintaining a local context and understanding. Consequentially, it has strategically placed its teams across 25 countries (and counting) to improve its support, resource allocation, and threat intelligence. Furthermore, to provide the best value for its customers, Group-IB offers highly flexible pricing options based on the

number of digital assets and subscribed modules a customer has, aligning with a company's budget throughout its growth journey. This accommodating approach enables organizations to maximize their cybersecurity experience and only pay for the solutions and capabilities they need. Thanks to its ability to foster strong relationships with its clients, Group-IB has become one of the leading global ERMM vendors and positioned itself to consistently adapt to the ever-changing threat landscape.

### ***Innovate to Secure***

With significantly higher R&D investments than the industry average, Group-IB has expanded its technologies, use cases, and services to provide organizations with custom offerings and cutting-edge solutions. Group-IB keeps a finger on the market's pulse by obtaining direct feedback from various stakeholders, gaining insights into the industries they should target, and determining which new features and use cases to implement. To better serve its customers, Group-IB maintains a small and agile team that is in constant connection with sales, presales, partners, and customers; this allows it to leverage data and channel-related insight into its roadmap. For example, recognizing the limitations of many external attack surface management (EASM) providers that primarily focus on risk scoring and lack context, Group-IB has enhanced its proprietary EASM solution to respond to its clients' organizational challenges. This solution seamlessly integrates with its threat intelligence module, offering a holistic view that extends beyond risk scores, leveraging insights from leaked data forums and the dark web that enable organizations to focus on the vulnerabilities exploited in the wild. By strategically delegating customer support responsibilities to local partners, Group-IB ensures a customer-centric approach while concentrating its internal resources on continuous product innovation. This strategy has enabled Group-IB to achieve an extremely agile development process, with average implementation turnaround times of between 1 and 5 weeks. As a result, the vendor is among the industry leaders with regard to the development of new ideas and innovative technologies.

### ***Group-IB's Unified Risk Platform: Cut from a Different Cloth***

The global shift towards cloud computing, widespread remote working adoption, and increased reliance on third-party applications have eliminated the traditional security perimeter. These digitalization efforts have exponentially increased an organization's digital footprint and attack surface, creating countless vulnerabilities and potential risks across IT infrastructures. With more personal and business transactions being conducted virtually, the risk of customers and employees falling victim to online fraud has increased significantly. For instance, a successful phishing attack can have devastating consequences, including brand erosion, business disruption, and considerable financial loss. As the digital landscape evolves and continues to converge, the fusion of cybersecurity and fraud prevention is growing in importance. Although many cybersecurity vendors offer a broad portfolio of products to mitigate cyber and fraud risks, they often consist of a combination of best-of-breed solutions with inherent data silos and discrete workflows, insufficiently protecting organizations from complex threats.

With keen foresight, Group-IB has developed a proprietary cyber-fraud framework, consolidating cybersecurity principles with fraud prevention. This unique framework is the foundation of Group-IB's holistic product portfolio, built from the ground up as a unified system that enables organizations to eliminate blind spots, streamline security operations, and facilitate cross-functional collaboration

between security, fraud, and compliance teams. Group-IB's Unified Risk Platform natively integrates cyber threat intelligence (CTI), XDR, business email protection, EASM, digital risk protection (DRP), and fraud prevention into a centralized ecosystem. The Unified Risk Platform's sophisticated data engine correlates

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and contextualizes billions of data points from a diverse range of sources, such as open-source, malware, human, endpoint, and network intelligence. Group-IB's captivating Graph interface brings these data points to life by providing a comprehensive view of the threat landscape, linking threat actors, infrastructures, malware, and historical records (such as WHOIS data and IP ports) to an organization's digital footprint. By strategically mapping tactics, techniques,

and procedures (TTPs) against scams and the [Cyber Kill Chain](#) structure, Group-IB empowers businesses to roll out consistent policies across the entire organization and proactively mitigate fraud attempts. The intuitive user interface (UI) enables even non-technical users to derive valuable insights, generate real-time automated reports, and seamlessly integrate with security information and event management (SIEMs) and security orchestration, automation, and response (SOAR) systems. This dedication to delivering user-friendly cybersecurity provides better insights and sets the stage for Group-IB's highly localized customer support strategy, ensuring a personalized and responsive experience for clients worldwide.

### ***Beyond Technology: The Human Touch in External Risk Mitigation***

Cyberattacks, especially socially engineered and brand abuse threats, require context, language, and a cultural understanding to be effectively mitigated. Aware that the cyber threat landscape varies significantly from one region to another, Group-IB has prioritized a localized approach to provide tailored cybersecurity technologies and services to its customers. Group-IB pioneers the concept of “decentralized cybersecurity” with its global digital crime resistance centers (DCRCs), consisting of dedicated threat analysts and customer support teams within specific regions. Operating autonomously, each DCRC addresses local challenges while continuously exchanging experiences and threat intel within the entire Group-IB network globally. The journey of decentralization encompasses a series of carefully crafted steps, such as assembling core teams, bolstering expertise with threat intelligence analysts, and enhancing capabilities with managed services experts, security audit professionals, and R&D teams. Once a DCRC has matured and has gained traction in a region, Group-IB continues its organic expansion into other areas. Today, the vendor's DCRC network spans over 25 countries – most recently expanding to Singapore, the Netherlands, UAE, Vietnam, and Thailand. Group-IB's geo-distributed team model allows it to have eyes and ears in all regions, providing a level of threat intel and tailored customer support that few cybersecurity vendors can replicate.

## Conclusion

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For over 20 years, Group-IB has been protecting organizations from evolving digital threats with its innovative solutions and advanced threat intelligence. Thanks to its customer-centric approach and unique expansion strategy, Group-IB has experienced significant growth over the last three years, becoming one of the leading external risk mitigation providers. The vendor's substantial investments in R&D and agile development processes enable it to address emerging challenges quickly and create cutting-edge technology ahead of the market. The vendor's Unified Risk Platform not only consolidates CTI, DRP, and EASM use cases but also integrates XDR, Fraud Protection, and business email solutions to provide organizations with a holistic security posture. Recognizing the need for a local understanding, Group-IB has implemented a decentralized cybersecurity model, building native teams to autonomously tackle regional challenges, and providing tailored security services. For its strong overall performance, Group-IB is recognized with Frost & Sullivan's 2023 Global Competitive Strategy Leadership Award in the external risk mitigation & management industry.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

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

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *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

