

VIETTEL CYBER SECURITY RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

Identified as best in class in the Vietnam cybersecurity services 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. Viettel Cyber Security excels in many of the criteria in the cybersecurity services space.

AWARD CRITERIA	
<i>Visionary Innovation & 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

Vietnam Cybersecurity Market Overview

Vietnam's cybersecurity industry has seen remarkable growth, driven by a growing awareness of cyber threats and the pressing need to safeguard vital data and critical infrastructure. However, the diverse levels of cybersecurity maturity across customer segments, such as telecommunications, finance, government, and energy, emphasize the importance of tailoring solutions to each segment's unique requirements and challenges.

Recognizing the crucial role of cybersecurity, the Vietnamese government has taken proactive measures by enacting robust laws and regulations. The government actively engages with international organizations and other nations to enhance its cybersecurity capabilities through information sharing, capacity building, and participation in regional and global cybersecurity forums.

Furthermore, there is a commitment to increasing awareness about cybersecurity and best practices across public and private sectors, supported by educational institutions offering diverse cybersecurity programs to bridge the skills gap.

In Vietnam, customers face challenges in selecting the most suitable solutions in a crowded market, with over 100 cybersecurity vendors offering a wide range of products and services. This landscape, though competitive, provides significant opportunities to companies due to the expanding adoption of digital technologies, the rise of e-commerce, and increased connectivity. Many international companies

collaborate with local firms to meet market demands, with Viettel Cyber Security (VCS) standing out as a prominent player in Vietnam.

Addressing Industry Demands with Excellent Solutions and Top-Notch Technologies

Operating under the esteemed Viettel Group and established in 2014, VCS stands out as a trailblazer in the cybersecurity domain. The company is committed to innovation and continuous research, consistently raising the bar in the cybersecurity industry. The company offers a comprehensive suite of solutions tailored to meet the challenging needs of the Vietnamese cybersecurity landscape.

VCS' outstanding security services portfolio offers comprehensive solutions to meet Vietnam's cybersecurity industry needs. The company provides clients with expert consultation, assisting them in making informed decisions regarding security strategies, risk management, and compliance, helping organizations stay in line with best practices and regulations. VCS conducts meticulous penetration testing

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*- Anh Tien Vu
Industry Principal, Global Cybersecurity
Research*

to identify system and network vulnerabilities, assisting clients to stay one step ahead of potential security threats. Its rigorous systems testing pinpoints infrastructure, applications, and network weaknesses effectively equip clients to strengthen their security posture.

VCS is mainly known for its managed security services (MSS), providing an all-inclusive package that comprises managed detection and response, 24/7 monitoring, cutting-edge security analytics, real-time threat intelligence (TI), and swift incident response. These services come with round-the-clock

protection, ensuring that potential threats are promptly identified and addressed.

VCS' best-in-class services and technologies include:

Network Analytics for Security Monitoring: The company harnesses the power of artificial intelligence and machine learning (ML) in network analytics to actively monitor and analyze network traffic for security incident detection. It covers identifying threats, detecting anomalies, and performing predictive analysis. VCS' proprietary network analytics technology significantly enhances its MSS, offering a comprehensive security operation platform, which includes cutting-edge features like the next-generation security information and event management (Next-Gen SIEM) system, security orchestration, automation, and response (SOAR), and access to global TI. This integrated platform streamlines cybersecurity operations and remarkably reduces the time required to identify and respond to security incidents, enhancing overall security effectiveness.

Viettel Insider Threat Detection (VCS-InT): VCS-InT operates on a centralized administration model, with an agent installed on endpoints to capture and transmit user and data activity to a central server. This technology leverages user and entity behavior analytics (UEBA) to meticulously profile and monitor each user session, even tracking minute behaviors, enabling timely alerts for potential insider threats within

organizations. This comprehensive approach to monitoring enhances security by proactively identifying suspicious activities.

Viettel Endpoint Detection and Response (VCS-aJiant): VCS-aJiant harnesses the power of ML, Big Data analytics, and the capabilities of UEBA. Its primary focus is rapidly detecting the latest malware and advanced persistent threat attacks while effectively prioritizing threats to reduce false positives. Moreover, VCS-aJiant stands out as an open platform, facilitating seamless integration with over 100 out-of-the-box integrations into an organization's existing security infrastructure to cater to a wide range of security needs. Notably, this solution offers an intuitive user interface, enabling end-to-end detection, investigation, and response on a single platform, thereby enhancing the productivity of security analysts and expediting incident response times.

Viettel Security Operation Center (SOC) Platform: The company's consolidated vendor platform, Viettel SOC platform, combines several security components, including Next-Gen SIEM, SOAR, TI, network security and monitoring, and identity and access management. This all-in-one platform aims to improve security efficiency and expedite the investigation process.

Additionally, VCS' government-level solutions, encompassing network and application security, EDR, and TI, have garnered the trust of prominent clients. The company's impressive achievements include the identification of more than 300 zero-day vulnerabilities, marking a significant milestone in Vietnam's cybersecurity landscape. This remarkable track record has earned VCS numerous prestigious accolades and recognition from industry leaders such as Google, Facebook, and Microsoft. As an Anti-Phishing Working Group member, VCS maintains robust connections to global cyber-TI sources, ensuring clients receive prompt and effective defense strategies.

Frost & Sullivan finds the company's commitment to tailoring services to the unique requirements of various customer segments has played a pivotal role in its success.

Building Trust through a Customer-centric Approach

VCS has designed its solutions with a clear emphasis on user-friendly experiences. The company aims to set itself apart from competitors not solely through cost-cutting but by offering innovative and high-quality cybersecurity solutions that align with the market's unique demands, thereby stimulating demand in a relatively untapped territory. Consequently, VCS is committed to providing an outstanding customer experience to its clients, adopting a data-driven and customer-centric approach, and maintaining excellence over time through a series of essential strategies:

Data-Driven Metrics: VCS regularly tracks customer experience metrics throughout the purchase and implementation process, such as Net Promoter Score, customer satisfaction (CSAT), customer effort score, retention rate, and churn rate. These metrics offer valuable insights into customer sentiment and experiences.

Continuous Improvement: With its data-driven metrics, VCS identifies touchpoints and pain points in the customer journey. The company actively addresses and enhances the customer experience at each stage, refining and optimizing the purchase process for customers.

Dedicated Departments: Specialized departments, including customer service and user experience teams, are responsible for overseeing and improving the customer journey. These teams work diligently to ensure a smooth, efficient, and satisfying purchase experience.

Through vigilant monitoring of customer experience metrics, proactive resolution of customer concerns, and a relentless commitment to improving the services, VCS consistently delivers an exceptional customer experience. Owing to these remarkable customer-focused initiatives, VCS achieved an impressive CSAT score of 4.5 out of 5 in 2022, signifying high customer satisfaction and reaffirming its dedication to delivering excellent services.

This customer-centric approach has yielded remarkable results, including an outstanding 90% customer retention rate and a loyal customer base comprising nearly 30% of the clientele. These achievements bolstered customer loyalty, enhanced overall satisfaction, and positively influenced the company's customer base, thus driving growth and performance.

Skilled Workforce and Robust Research and Development Strategy

VCS recognizes that its skilled workforce is the cornerstone of its ability to maintain a strong position within the industry. With a team of over 200 security experts in Vietnam, the company demonstrates its unwavering commitment to maintaining the highest level of service excellence. Its professional team garners recognition for its accomplishments and ranks among the top security researchers at major tech companies such as Tesla, PayPal, PHP, and Microsoft. This wealth of expertise instills confidence and trust in the security of VCS' solutions among its customers.

The company's research and development (R&D) team continues to gather and explore various strategies and trends, with the aim of consistently innovating new products and improvements aligned with

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- Norazah Bachok
Best Practices Research Analyst

customer needs. As part of this commitment, VCS introduces one to two new products and services each year, ensuring that its offerings stay at the forefront of evolving security requirements. Presently, VCS is implementing a streamlined product development process designed to accelerate time-to-market, incorporating market research and testing before the official product launch. This innovative approach has significantly reduced the development cycle from one year to just six months, enabling the company to adapt to evolving security needs swiftly. A noteworthy example of this agility is the successful launch of

financial fraud detection and response solutions after just six months of R&D.

Frost & Sullivan believes that VCS' strong emphasis on innovation, backed by a robust R&D strategy, enables the company to stay ahead of ever-evolving security trends. This continuous introduction of new products and enhancements that align with customer needs positions VCS as a leader in the field.

Excellent Growth Strategies Lead to Remarkable Business Performance

VCS has firmly established itself as the leading cybersecurity vendor in the Vietnamese market, boasting a substantial market share of 20%. This leadership position is a testament to the company's unwavering dedication to delivering high-quality security solutions and services tailored to the diverse needs of its clients. Notably, its service segment has undergone remarkable growth, with a significant revenue increase of 51% from 2021 to 2022.

Furthermore, the company achieved substantial growth, expanding its client base by an impressive 200% in 2022. This notable increase in clients highlights the growing demand for VCS' cybersecurity solutions and services, reflecting the trust and satisfaction of its customers.

As part of its growth strategies, the company has set its sights on the Vietnamese market and the broader Southeast Asia region, with a specific emphasis on strengthening its MSS and delivering high-quality cybersecurity services in these markets. Frost & Sullivan applauds these accomplishments, which demonstrate the company's ability to stay at the forefront of Vietnam's cybersecurity landscape within the next three to five years' time.

Conclusion

Viettel Cyber Security (VCS) is a paragon of success in Vietnam's cybersecurity landscape. Known for its comprehensive offerings and cutting-edge technology, VCS has firmly established itself as a leading cybersecurity company in the country. With a commitment to innovation, VCS' robust research and development efforts consistently introduce new products and enhancements that align with customer needs, placing the company at the forefront of evolving security trends. Its tailored solutions cater to diverse customer segments, emphasizing user-friendly experiences. Furthermore, coupled with a skilled workforce, it has led to an impressive market share of 20% and a remarkable 90% customer retention rate. VCS' unwavering dedication to excellence elevates it as a trusted cybersecurity provider in Vietnam.

With its strong overall performance, VCS earns Frost & Sullivan's 2023 Vietnam Company of the Year Award in the cybersecurity services 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™.

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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)**

