

CPX RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the United Arab Emirates
physical security 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. CPX excels in many of the criteria in the physical security 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

A Need for Customized Solutions and Robust Cybersecurity Ecosystems

Physical security is a dynamic space that requires constant revision and modification to intercept new and emerging threats. Driven by the high risks, uncertainties, and complex geopolitical environments, there is a consistent need for specialized and niche physical security service providers. Sparked by security professionals' determination to stay one step ahead, the use of technology in security systems increases, creating both opportunities and obstacles.

For example, security devices generate massive amounts of information humans cannot process. Intelligent systems that can quickly sort through large data volumes and provide practical insights to physical security teams are necessary for effectively countering threats and difficulties. Security teams must rapidly identify which sensor has a problem and its underlying reason.

However, most enterprises need hardware, frequently acquired from disparate suppliers and then dispersed over numerous structures and geographical regions. The security staff supervises these devices after installation, often performing manual device-by-device management. Security personnel monitor and manage the frequent firmware updates, password changes, and other device vulnerability concerns accumulated over time. Although technology can improve security, it demands specialized knowledge and skills to operate effectively.

Hence, Frost & Sullivan identifies a need for physical security service providers that can develop and implement complex and unique predictive analytics use cases to bolster cybersecurity in critical infrastructure, homeland security, energy and utilities, and healthcare. The market looks for physical security service providers capable of designing the solution (including the type of technology and platform), implementing it, and managing it post-implementation. As the interest in cyber physical security services remains high, due to the prevalence of high-profile breaches and the increased complexity of business operations, Frost & Sullivan foresees that market demand will continue to shift from legacy managed security services to next-generation platforms and customized solutions.

CPX uniquely leverages its products and services to meet client needs, making it well-positioned to capitalize on new growth opportunities, and cementing its leadership in the physical security services space.

CPX: Delivering Personalized Solutions Across Various Verticals

CPX is a prominent provider of physical security services in the UAE. Headquartered in Abu Dhabi, with a strong footprint in the public sector, the company's comprehensive service and solution portfolio includes a Security Operations Center, Network Operations Center, managed security services, cloud security,

"CPX takes a comprehensive approach to addressing organizations' day-to-day security challenges, offering a service suite that integrates physical and cyber security to provide convergent safety and protection that is reliable and effective. Its portfolio encompasses cyber solutions and delivery, cyber resilience services, red team services, and cloud security services, covering all security aspects, from planning and development to operating and optimizing."

***- Saurabh Verma
Senior Director, ICT***

security consulting, systems integration, and digital forensics capabilities. From a physical security perspective, CPX is well-renowned across all sectors with 50+ successful deployments for government and private clients. Its workforce of 300+ highly skilled employees protect over 50,000 end-users and ensure their compliance with stringent cybersecurity standards.

With governments and businesses in the UAE rapidly adopting new tools and technologies to maintain their competitive edge, the new digital economy exposes companies to more sophisticated cyber threats than ever before. CPX takes a comprehensive approach to addressing organizations' day-to-day cyber-physical security challenges, offering a service suite that

integrates physical and cyber security to provide convergent security and protection that is reliable and effective. Its portfolio encompasses cyber-physical solutions and delivery, integrated physical security, C4i, cyber resilience services, red team services, and cloud security services, covering all security aspects, from planning and development to operating and optimizing. The managed security readiness and response services and real-world physical & cybersecurity assessments ensure that clients' systems are secure. If a client migrates to the cloud, CPX's team can assist in safeguarding the data and applications.

Frost & Sullivan finds that CPX has the necessary experience and skills to deliver exceptional results while staying at the forefront by developing the best possible solutions for any security need. For instance:

- **Physical Security Assessment Services:** CPX considers any required standard (e.g., British, Australian, or local) to deliver exceptional physical security assessment services, evaluating each site thoroughly, identifying security gaps, and proposing customized solutions to enhance overall safety. Its innovative product line represents the company's transformational approach to security, such as featuring explosion-proof cameras which are customizable to meet various needs (i.e., analog or internet protocol).
- **Energy & Utilities Security:** CPX outperforms competitors with its solutions for long-range pipeline security, including underwater and overland pipeline leakage detection and remote site management, with additional capabilities and measures to protect the infrastructure from physical threats, cyberattacks and ensuring the continuity of essential services. The wireless technology allows coverage for 100+ kilometers, making it ideal for remote areas, offshore oil and gas, and other service areas.
- **Government & Public Sector Solution:** Government & Public sector security continually seeks advanced highly secure security solutions to address evolving security challenges, safeguard sensitive data, govern governance platforms, fortify infrastructure security, optimize emergency response systems and enhance the resilience of smart cities through innovative security technological advancement.
- **Transportation and Logistics:** CPX measures include AI-enabled road and track surveillance monitoring, cargo security and keeping infrastructure safe from physical threats, sabotage, terrorism, and emergencies. CPX provides passenger security with smart access control using facial recognition. It accurately captures images in dark areas, an infrared environment, or poor weather conditions. It also recognizes any passenger or driver's face when partially hidden behind a windscreen.

Most importantly, CPX's advisory team helps organizations to manage cyber risk and align cybersecurity practices with business objectives. With a legacy of industry leadership, the company's compelling value proposition underpins its sustained success.

"CPX builds its services by collaborating closely with various stakeholders and partners to establish a vibrant cybersecurity ecosystem. It delivers customized end-to-end solutions through purposeful partnerships and creates a safe and secure network for local and regional businesses alike. CPX expanded its security ecosystem by entering Memorandum of Understanding agreements with numerous market leaders to create long-term customer value."

- Riana Barnard
Best Practices Research Analyst

Guaranteed Satisfaction through Strategic Partnerships and Dynamic Ecosystems

CPX's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. The company has earned a sterling reputation supporting clients' paths toward cyber maturity. It continues to raise awareness of security threats and implement targeted solutions, allowing enterprises to focus on future growth opportunities to unlock business value. The company prides itself on its client-centric approach and truly takes the time to understand its specific needs and objectives. By conducting thorough assessments with each end-user department, the team is able to

identify the current challenges, systems, and practices in place, along with recent breaches and any potential security gaps. CPX provides a detailed report outlining the critical risk areas and offers tailored solutions to mitigate them. Furthermore, the company showcases its expertise and technology capabilities through a proof-of-concept demonstration. Once the installation is complete, the company affords extensive training and support in Arabic and English, with 24/7 assistance to ensure smooth operation. Additionally, CPX supplies users with comprehensive guidance, detailed manuals, and thorough training to ensure complete comprehension and mastery of the system. Taking ownership and service-level agreement commitment for failover and replacement is one of CPX's main strategies for delivering superior customer experiences.

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Frost & Sullivan finds that CPX's seamless approach and close relationships position it as a security partner of choice, providing outstanding solutions and services within consulting, integration, managed security services, and advanced cybersecurity capabilities. The company received ISO 27001:2013 and ISO 1:2018-20000 certifications for its exceptional end-to-end cybersecurity management services, recognizing its commitment to best practices in innovation, automation, and seamless customer service.

A Promising Outlook for 2024 and Beyond

CPX's sterling reputation and customer-centric framework have led to its coveted preferred partner status, allowing it to consistently add new clients to its established base (including leading organizations such as Malaffi, Taqa, and various Abu Dhabi government departments and defense entities). Apart from activities that enable the company to elevate its brand awareness, its favorable customer loyalty and retention rates are equally critical to its success. CPX also cultivates young talent through mentorships and internship programs, placing students and fresh graduates in suitable roles across all departments in the organization to prepare them for work in a professional environment.

Frost & Sullivan believes the company demonstrates high-growth potential and is well-positioned to drive the physical security space in the UAE into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Physical security is a dynamic space that requires constant revision and modification to intercept new threats. Driven by the high risks, uncertainties, and a complex geopolitical environment, there is a consistent need for specialized and niche physical security service providers. Governments and businesses in the UAE increasingly face sophisticated cyber threats due to their uptake of advanced tools and technologies. Thus, organizations must take proactive measures to protect themselves against potential breaches and attacks in the digital economy.

Overall, CPX addresses these unmet needs with strong leadership that incorporates client-centric strategies and exemplifies best practice implementation. Centered around four pillars (consulting, integration, managed security services, and advanced cybersecurity capabilities), CPX provides

outstanding solutions and services to protect organizations, helping them unlock future business opportunities. The company's seamless and unified approach has been a critical success factor, helping to increase account penetration and wallet share over time, and further solidifying its reputation as a reliable and trustworthy partner.

With its strong overall performance, CPX has deservedly earned Frost & Sullivan's 2023 Company of the Year Award in the UAE physical security 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)**

