

F R O S T & S U L L I V A N

# 2024 COMPANY OF THE YEAR

*IN THE EMEA EMAIL  
SECURITY INDUSTRY*

F R O S T & S U L L I V A N

BEST  
2024 PRACTICES  
AWARD



HORNETSECURITY

## 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. Hornetsecurity excels in many of the criteria in the email security space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; 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

### ***Hornetsecurity: Empowering Companies through Email Security Protection***

Founded in 2007, Hornetsecurity is headquartered in Hanover, Germany and operates through its international network of 12,000+ channel partners and MSPs, 12 secure data centers, and 17 regional

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**- Sarah Pavlak  
Industry Principal**

offices. Hornetsecurity currently serves over 75,000 customers from more than 121 countries across various industries; it has a market leading position in the DACH market, with 65% market share. Hornetsecurity is a key player in the email security market throughout Europe, notably in Germany, Spain, United Kingdom, and Switzerland.

Hornetsecurity’s mission is to empower companies and organizations to focus on protecting email communications, securing data, and ensuring business continuity and compliance with next-generation cloud-based solutions. Hornetsecurity has balanced its mission and value proposition to provide customers

with a comprehensive cloud security solution for Microsoft Office 365, spanning email security,

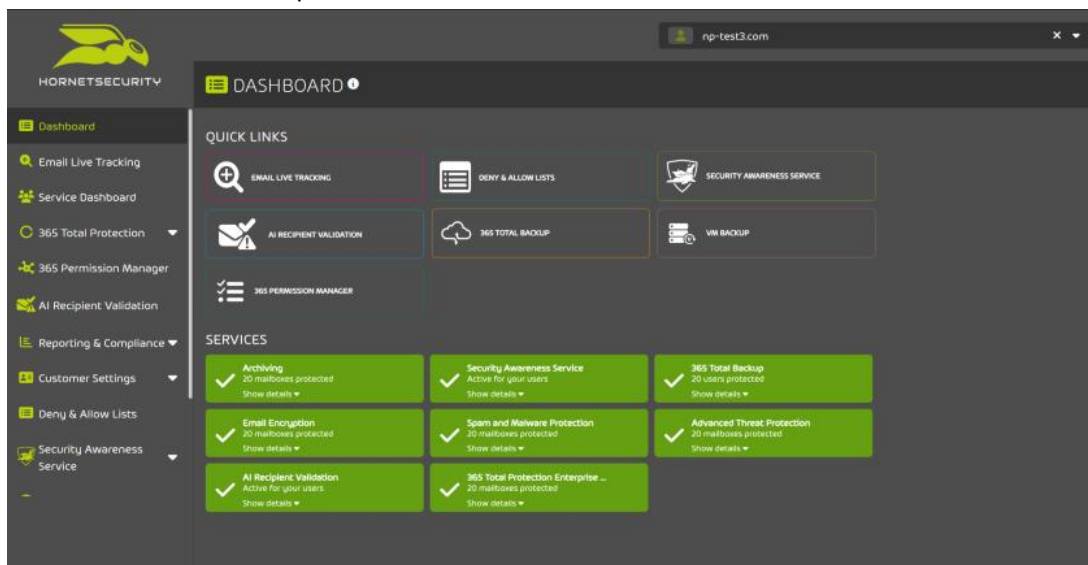
compliance, and backup. This has led organizations to choose Hornetsecurity to enhance protection and compliance.

Hornetsecurity offers a robust security suite to secure organizations of all sizes and across all industries, specifically for Microsoft Office 365 customers. Its market leading solutions help clients back up their data, enforce compliance, and mitigate security risks. Hornetsecurity’s products offer advanced market differentiating email live tracking and threat live tracking capabilities, giving administrators and end users transparency into their security posture. Hornetsecurity’s service also provides malicious document decryption functionality, in which encrypted attachments are decrypted via brute force based on potential passwords resulting from communication patterns analysis. An additional security feature Hornetsecurity offers is Ex Post Deletion, where malicious or undesired emails can be deleted straight from the user’s inbox – even after scanning has occurred.

### ***Email Security Market Leadership Driven by Persistent Focus on Emerging Threats***

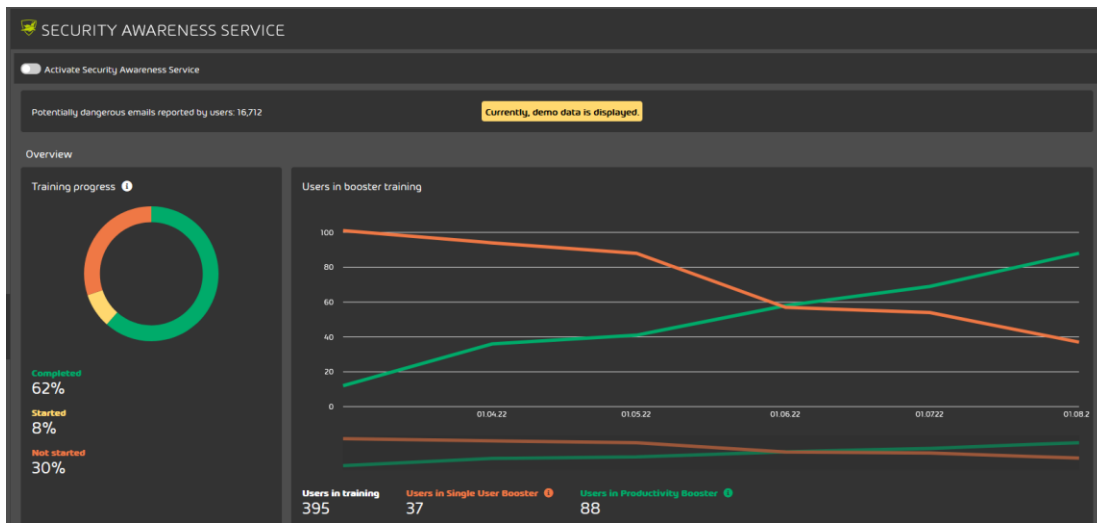
Hornetsecurity is amongst the fastest growing vendors within the email security space, with a 41.6% CAGR for 2020-2023. The vendor is the market leader in Germany and pulls more than 80% of its revenue from the EMEA region. Hornetsecurity has a proven focus on mega trends, customer concerns, and keeping its products up to date on the latest emerging threats by quickly adding enhanced protection capabilities to its security suite. It has released several key launches within the past three years that have contributed to its continuing growth and leadership in the email security market. A few of the key launches are detailed below:

- **365 Total Protection Compliance and Awareness Plan to augment its 365 Total Protection Suite.**
  - This is an upgraded solution delivering compliance, permission management, and security awareness. This new plan therefore provides one comprehensive offering for organizations using Microsoft 365 business as it also includes data protection, security, and backup; all managed via one central, multitenant control panel.

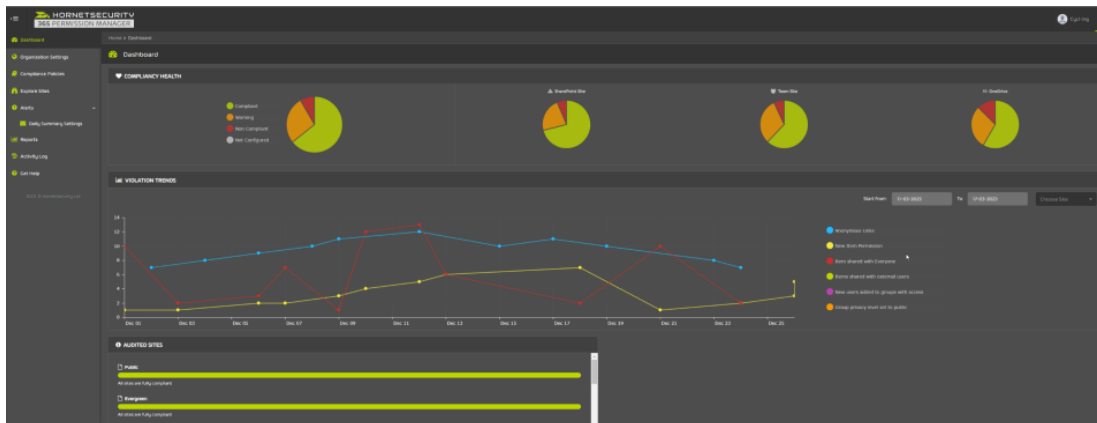


- One of the key components of this new plan is Hornetsecurity’s Security Awareness Service, which runs continuously and is fully automated. It uses realistic spear phishing simulations - via its

patented spear phishing engine - and appealing e-training to heighten awareness of cybersecurity risks and threats. The Employee Security Index is part of the service and measures employee security behavior to determine their security awareness readiness.

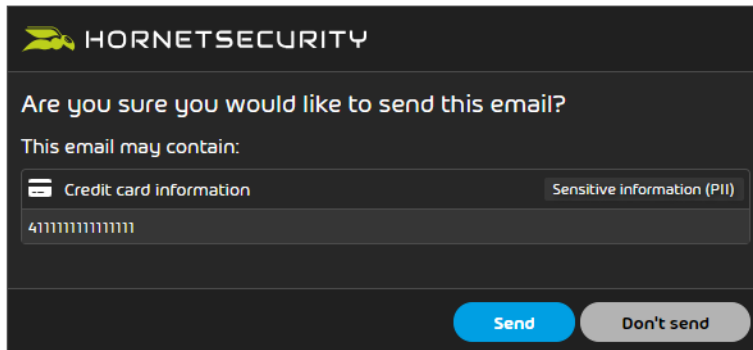


- Another key component is 365 Permission Manager, which helps CISOs and M365 admins to minimize risk by properly governing assets and adhering to compliance standards through auditing. It gives CISOs a more comprehensive view of permissions and whether items are shared with others, helping them to better protect sensitive information. It allows M365 admins to define compliance policies for sharing sites, files, and folders in Microsoft 365 and then easily monitor the states of policy compliance, and to audit policy violations – which helps organizations maintain compliance with internal and external regulations and policies.



- This new plan also includes AI Recipient Validation to prevent misdirected emails and data leaks. This functionality offers visibility into how often employees are potentially misdirecting emails. The AI-based service can learn user behavior and responses. This validation feature is important because it protects the end user by providing a warning for a potentially misguided email or one that contains sensitive information.

AI Recipient Validation



- **QR Code Analyzer and Secure Links to combat the growing phishing attack threat.**
  - The QR Code Analyzer within the 365 Total Protection suite determines whether a malicious site is linked to a scanned QR code. QR code phishing attacks have risen dramatically over the past year and many email security solutions cannot protect users against the malicious links embedded in QR codes. The Secure Links function helps protect against ransomware attempts by ensuring links are safe for the user to open.

**Increased Innovation and Expansion Led by a Clearly Formulated Growth Strategy**

Hornetsecurity’s growth strategy is articulated through a 3-pillar approach:

*“Hornetsecurity’s executive leadership team has strong credentials from various sectors of the security industry. With the top executives each having over 20 years of experience within global IT and cloud security environments, this brings a unique breadth of experience to the company. This will continue to lead to success as customers recognize the knowledge this type of experience complements.”*

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- Product expansion to boost innovation and respond to the evolution of threats through internal R&D and via acquisitions. Hornetsecurity invests heavily in research and development. To complement and supplement these efforts, Hornetsecurity operates its own inhouse Security Lab.
- Network expansion through securing additional distribution and channel partners to increase its user base in core markets.
- Strengthening its position in new markets such as France, Canada and LATAM and expanding via cross-selling new products to customers gained through acquisitions. Additionally, applying organic growth

strategies in these new markets with goals of market leadership.

Using this formulated growth strategy, Hornetsecurity intends to further develop its distribution and channel partner base to both increase presence in its core markets and strengthen its ongoing expansion in North America and LATAM markets.

**Vade Acquisition: A Key Factor for Expansion Strategies**

Hornetsecurity acquired France-based email security solution provider Vade in March 2024. This is a strategic move in line with the company’s continued growth strategy, as Hornetsecurity has been focused

for many years on acquiring key companies to augment its offerings. Vade provides a SaaS-based email security offering for Microsoft Office 365 with API-based email filtering technology; it focuses on email security protection for large telecommunications companies and OEMs worldwide. As Hornetsecurity provides several additional services for Microsoft Office 365 (such as backup, permission management, automated security awareness training, and AI recipient validation), partnering with Vade will give customers across all markets more extensive cloud-based security product offerings. In addition, further products will be made available.

Vade has a comprehensive channel network within the French market. This will permit MSPs and resellers to offer product combinations within a broad range of tools for Microsoft 365 to meet security, compliance management, and data protection needs. This acquisition is directly in line with Hornetsecurity's international expansion plans, and Vade's established dominance in the French market will certainly help propel Hornetsecurity's growth strategies.

### *Enhancing an Already Impressive Leadership Team*

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With the recent Vade acquisition, Hornetsecurity has enhanced its leadership team even further. This includes Vade's CEO, Georges Lotigier, now serving as a member of Hornetsecurity's supervisory board and Adrien Gendre, who is now CPO at Hornetsecurity. Hornetsecurity is now poised to further invest in the French channel market following the path Vade has paved with Lotigier's leadership.

## **Conclusion**

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The email security market is constantly changing due to the evolving threat landscape. Email security vendors must continuously innovate to keep pace and ensure their customers are protected. Organizations are increasingly aware they must enhance their security posture, especially in cloud environments. Hornetsecurity offers innovative cloud-based security technology to support clients across a variety of industries.

Through its email security technology, a concentrated acquisition strategy to complement its product portfolio, clearly formulated growth strategies, and a commitment to customer experience, Frost & Sullivan commends Hornetsecurity as a leader in the email security industry.

Hornetsecurity earns Frost & Sullivan's 2024 EMEA Company of the Year Award for its strong overall performance in the email security industry.

## What You Need to Know about the Company of the Year Recognition

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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)**

