



**DIGITAL  
DEFENSE<sup>®</sup>**  
INCORPORATED

**2017 North American  
Security Risk Assessment Solutions  
Customer Value Leadership Award**

FROST & SULLIVAN

**BEST  
2017 PRACTICES  
AWARD**

**NORTH AMERICAN  
SECURITY RISK ASSESSMENT SOLUTIONS  
CUSTOMER VALUE LEADERSHIP AWARD**

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## Background and Company Performance

### *Industry Challenges*

With the rise of the Internet of Things, organizations across industry verticals require adequate cybersecurity solutions to combat the numerous potential methods of compromise. The leading causes of security incidents include phishing, malware, hacking, and human error—totaling 55% of all cases.<sup>1</sup> A company's lack of cybersecurity readiness and mismanagement of collected customer information puts millions of consumers at risk for attacks—recent examples of high profile breaches include Target, Yahoo!, and Equifax.

The majority of companies dedicate specific IT staff to tasks that technology can complete, increasing overtime pay due to security software updates after hours or on the weekend. Furthermore, human errors can allow entry to vulnerable networks through coordinated cyber-attacks—e.g., phishing emails, confidential documents sent via misaddressed emails, and lost or stolen company devices. Additionally, employees need to receive training on how to fend off network attacks; however, most training is expensive, and people do not retain the information. Automated security solutions coupled with better employee training can reduce human errors, ultimately decreasing malicious network penetration. Companies leveraging sufficient security solutions could save in overall labor costs while allowing employees to focus on more cognitively intensive tasks, translating to higher productivity and enterprise growth, while growing cybersecurity protections through an advanced, automated risk assessment solution.

### *Digital Defense's Customer Impact and Business Impact*

Headquartered in San Antonio, Texas, Digital Defense, Incorporated (Digital Defense) is a cybersecurity solutions provider that leverages nearly 20 years of experience to offer its clients superior products and services for cyber risk management. The company's most popular security platform, Frontline Vulnerability Manager™ (Frontline VM™), is quick to deploy, cost-effective, and accurate—delivering state-of-the-art network protection. Digital Defense offers unparalleled services backed by its understanding of network security, industry needs, and how to teach employees security guidelines efficiently, so they actually retain the advice.

### **Texas-sized Solutions: Unparalleled Products and Services**

In 2016, Digital Defense revamped its vulnerability management offerings and launched the Frontline VM platform to enhance the user interface with new technologies, such as HTML5. Frontline VM presents a user-friendly platform operational on smartphones and tablets with the same rich experience delivered via workstations and laptops.

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<sup>1</sup> <https://www.dataprivacymonitor.com/cybersecurity/deeper-dive-human-error-is-to-blame-for-most-breaches/>

With most vulnerability detection and risk assessment solutions, companies often need to conduct software assessments after hours or on the weekends due to the potential for temporary system malfunction or failure during or after the process—consuming valuable business time, and ultimately revenue. By comparison, Frontline VM’s patented scanning solution allows an enterprise to scan their network at any time without systems crashing, saving capital and time while reducing the risk of an attack—Digital Defense calls this capability “Daylight Scanning Time.”

The Frontline Reconnaissance Network Appliance (Frontline RNA™) is a security and service enabling device that allows clients to complete network assessments by scanning any IP-connected device without needing professionals at the site—it is available for use during a client’s license term via a virtual appliance, desktop server, or rack-mount server. The company’s patented DDI NIRV™ scanning engine—Frontline RNA’s core technology—provides superior identification and analysis capabilities by evaluating targets as contiguous entities based on intelligence gathered from other areas of the network (within the scope of the assessment) called Cross Context Scanning. Digital Defense designs its technology to operate like a hacker; it discovers vulnerabilities and then searches the entire system to protect the wider network against threats, safeguarding against zero-day vulnerabilities better than other solutions.

Furthermore, Digital Defense’s DDI DNA™ technology works simultaneously with Frontline RNA and Frontline VM to track the security posture of client assets over time to empower businesses to reduce labor costs attributed to employees devoted solely to manually tracking vulnerabilities on a per asset basis.

Digital Defense offers its Frontline Security Grade Point Average (Security GPA®), an algorithm that rates a client’s network security posture based on an easy-to-understand 4.0 scale to help enterprise executives recognize the protection level of the systems and networks and allow IT security personnel to identify areas that need attention. From its client base, Digital Defense annually acknowledges the best rated organizations—via Security GPA— each receiving a trophy and on-site visit by Digital Defense executives to present the award, incentivizing customers to continue improving their overall security hygiene.

Finally, Digital Defense’s security awareness training program, SecurED®, assists clients with training employees on procedures to handle phishing and other security-related issues due to human error. The company collaborates with major Hollywood comedic talents to combine comedy with a serious security training element for the video series; this fusion makes viewers 300 percent more likely to remember the material. Also, SecurED includes short animated videos on specific topics called “Security Spotlights.” The company’s program is available in a content-ownership format or a Digital Defense hosted version for clients without a learning management system.

## Neighborhood Approach: Partner- and Customer-centric Operations

Digital Defense's products and services are available through the company and value-added resellers (VARs). The company's proposal quoting tool streamlines the sales process, allowing VARs to audit a potential client's network parameters—e.g., vulnerability scanning, penetration testing, and security education—and generate an immediate price quote with a signature-ready contract. Additionally, for direct sales, Digital Defense employs account executives (AEs) who contact company IT security personnel such as the chief information security officer, vice president of IT, or chief executive officer—depending on the size of the business. Digital Defense's licensing terms are multi-year; the most common is a three-year subscription. The company's solutions are operational in as soon as two weeks.

Digital Defense builds strong, trusting relationships with its partners; as a result, it is seeing a 225 percent increase in sales year-over-year with its largest partner, and receiving high approval ratings from its partners. The company differs from many security solutions providers by removing the need to configure devices or have knowledge of the network specifications, allowing its partners to deploy the technology quickly, saving time and money. Digital Defense is flexible in its involvement with partners, ranging from low-touch exposures to delivering and implementing entire solutions for its partners. Additionally, the company chooses to focus its efforts on enhancing its scanning solutions, rather than expanding its portfolio in other areas that could invade its partners' products and services.

Digital Defense enables clients to give direct feedback, suggest solution enhancements and new features, and even request additional services through the company's platforms and customer surveys. Digital Defense receives input from clients, conducts industry research, and explores other sources of information to guide the company's direction and innovations. The head of product management maintains Digital Defense's product and services road map, prioritizing projects and preparing all teams, to ensure efficient operation. Furthermore, modifications can occur throughout the year if an industry or client's needs change; the head of product management adjusts resources and organizes delivery times accordingly. Frost & Sullivan commends Digital Defense for its focus on innovation while incorporating agility—resulting in optimal value for its customers.

## *Conclusion*

Many security solution providers fail to offer products and services that combat network attacks efficiently and train employees properly while remaining focused on innovation, customers, and partners. Digital Defense's solutions empower clients to save time and capital while securing their network. The company's products and subscription services—(Frontline Advanced™ (client self-managed), Frontline Pro™ and Frontline PCI Pro™ (Digital Defense Managed)—are convenient, flexible, and cost-effective. Digital Defense's SecurED® program engages employees like no other security awareness training in the industry. With its game-changing capabilities, superior partner and customer service, and strong overall performance, Frost & Sullivan is proud to present Digital Defense with the 2017 North America Customer Value Leadership Award for its security risk assessment solutions.

## Significance of Customer Value Leadership

Ultimately, growth in any organization depends upon customers purchasing from a company and then making the decision to return time and again. Delighting customers is, therefore, the cornerstone of any successful growth strategy. To achieve these dual goals (growth and customer delight), an organization must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.



## Understanding Customer Value Leadership

Customer Value Leadership is defined and measured by two macro-level categories: Customer Impact and Business Impact. These two sides work together to make customers feel valued and confident in their products' quality and long shelf life. This dual satisfaction translates into repeat purchases and a high lifetime of customer value.

## *Key Benchmarking Criteria*

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Customer Impact and Business Impact—according to the criteria identified below.

### **Customer Impact**

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

### **Business Impact**

- Criterion 1: Financial Performance
- Criterion 2: Customer Acquisition
- Criterion 3: Operational Efficiency
- Criterion 4: Growth Potential
- Criterion 5: Human Capital

## Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 <b>Monitor, target, and screen</b>	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> <li>• Conduct in-depth industry research</li> <li>• Identify emerging sectors</li> <li>• Scan multiple geographies</li> </ul>	Pipeline of candidates who potentially meet all best-practice criteria
2 <b>Perform 360-degree research</b>	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> <li>• Interview thought leaders and industry practitioners</li> <li>• Assess candidates' fit with best-practice criteria</li> <li>• Rank all candidates</li> </ul>	Matrix positioning of all candidates' performance relative to one another
3 <b>Invite thought leadership in best practices</b>	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> <li>• Confirm best-practice criteria</li> <li>• Examine eligibility of all candidates</li> <li>• Identify any information gaps</li> </ul>	Detailed profiles of all ranked candidates
4 <b>Initiate research director review</b>	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> <li>• Brainstorm ranking options</li> <li>• Invite multiple perspectives on candidates' performance</li> <li>• Update candidate profiles</li> </ul>	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 <b>Assemble panel of industry experts</b>	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> <li>• Share findings</li> <li>• Strengthen cases for candidate eligibility</li> <li>• Prioritize candidates</li> </ul>	Refined list of prioritized Award candidates
6 <b>Conduct global industry review</b>	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> <li>• Hold global team meeting to review all candidates</li> <li>• Pressure-test fit with criteria</li> <li>• Confirm inclusion of all eligible candidates</li> </ul>	Final list of eligible Award candidates, representing success stories worldwide
7 <b>Perform quality check</b>	Develop official Award consideration materials	<ul style="list-style-type: none"> <li>• Perform final performance benchmarking activities</li> <li>• Write nominations</li> <li>• Perform quality review</li> </ul>	High-quality, accurate, and creative presentation of nominees' successes
8 <b>Reconnect with panel of industry experts</b>	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> <li>• Review analysis with panel</li> <li>• Build consensus</li> <li>• Select recipient</li> </ul>	Decision on which company performs best against all best-practice criteria
9 <b>Communicate recognition</b>	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> <li>• Inspire the organization for continued success</li> <li>• Celebrate the recipient's performance</li> </ul>	Announcement of Award and plan for how recipient can use the Award
10 <b>Take strategic action</b>	Upon licensing, company is able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> <li>• Coordinate media outreach</li> <li>• Design a marketing plan</li> <li>• Assess Award's role in future strategic planning</li> </ul>	Widespread awareness of recipient's Award status among investors, media personnel, and employees

## The Intersection between 360-Degree Research and Best Practices Awards

### *Research Methodology*

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.

### 360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS



## About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.