FROST & SULLIVAN

Ghangor Cloud

2018 Global Data Leak Prevention Technology Innovation Award

2018
BEST PRACTICES
AWARDS

Contents

# Background and Company Performance

Industry Challenges

Organizations' need dependable, comprehensive, scalable, and automated data leak prevention (DLP) is intensifying for several reasons. Topmost is that cybercriminals are constantly adding to their arsenal of techniques to compromise IT environments and exfiltrate valuable content. Second, sensitive content is not only escalating in volume, but also being dispersed across a widening array of physical and virtual locations (on-premises, cloud services, and a multitude of user devices). Finally, regulations are becoming less forgiving. The most recent example, the European Union General Data Protection Regulation (GDPR) elevates the consequences of inadequate personal data classification and protection with penalties reaching as high as 4% of the non-compliant organization's global annual revenues.

Technology Attributes and Future Business Value

Our selection of GhangorCloud for its Fourth Generation (4G) DLP, Information Security Enforcer (ISE), is justified for the following technology attributes and business value.

Visionary Innovation

Depicted in the illustration below, earlier versions of DLP were limited in automation (dependent on manual interactions) and comprehensiveness (designed for accidental data leak scenarios). Equally troubling for organizations is the state of DLP technology was stagnant for over a decade. Consequently, as their data leak prevention needs intensified and diversified, the gap between what they needed and what state-of-the-art DLP could deliver widened as did their risk of data leak instances. GhangorCloud introduced a Fourth Generation DLP built upon the best of what previous generations offered, automated essential mechanisms of DLP, and broadened the data leak scenarios addressed.
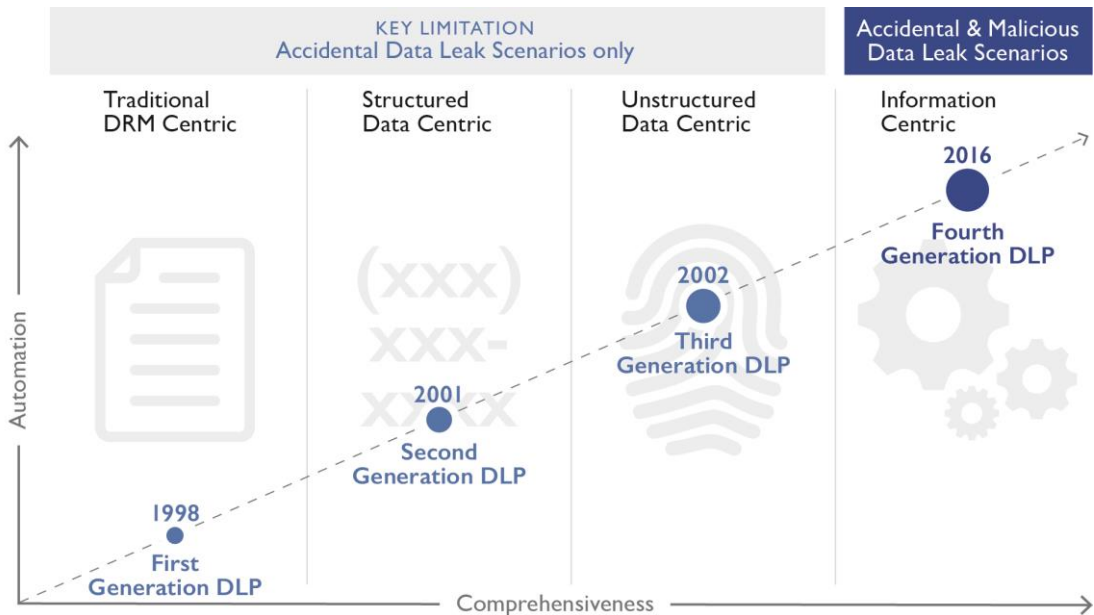
Source Frost & Sullivan

Product Impact

A critical element in the operational design of GhangorCloud ISE is humans are greatly removed from identifying and classifying sensitive data (i.e., pre-tagging), whether the content is structured in format or unstructured. Adding to existing automated and trusted means of pattern matching and regular expressions in earlier DLP versions (e.g., scan for and classify text strings of a certain construction), GhangorCloud ISE acts on all forms of content to precisely identify and classify in real time, even virgin data (i.e., data that was just created). Human involvement is also greatly reduced in DLP policy generation and policy enforcement. To accomplish this level of human-light systematic automation, GhangorCloud ISE gathers and synthesizes four content dimensions in-line with traffic flow and in real time, namely:

- **The Actor** – Who the DLP policy applies to, an individual or a device, and the actor's pre-defined organizational role.

- **Data Classification** – As previously stated, accomplished in real-time without the need for pre-tagging.

- **Source & Destination Categorization** – Where the content is being sent and/or originates.

- **Communication Channel** – How data is transmitted (i.e., the communication protocol).

Not only does ISE significantly reduce the amount of human involvement in tuning and retuning a DLP solution, it reduces human-induced error, and extends DLP scenarios into detecting malicious actors (malicious employees and malicious outsiders masquerading as legitimate employees/authorized personnel).

Application Diversity

In a world where sensitive content can quickly and unfortunately move unnoticed from behind the corporate firewall and into cloud services and end-users' personal devices, organizations need a DLP solution that is not limited on where it can operate effectively. GhangorCloud's lightweight agents are extensively deployable. And with its Centralized Command Control Collaboration and Intelligence (C4I) Module, GhangorCloud ISE provides military-style command and control capabilities with enterprise-grade scalability and usability. Additionally and subtlety referenced in the previous technology attribute, GhangorCloud ISE is agnostic to the types of content-involved actors. Whether the actor is a human or a device, its DLP capabilities are operational.

Scalability

With its human-light engagement, four dimensional synthetization and end-to-end automation, centralized control, environment-agnostic deployments, and mitigation of human-induced errors, scaling of GhangorCloud ISE is not bound by system (processing and storage), locations, or human resources (i.e., DLP specialists). Moreover as confirmed by a sample of GhangorCloud users, deployments were completed in mere minutes, genuine and previously unidentified data leak risks quickly uncovered, and, of great

importance, false positives (data leak alerts that in reality are not data leaks) became a historical reality. All of these attributes contribute to the scalability and snap extensibility of GhangorCloud ISE.

Human Capital

By lessening the burden on organizations to staff with DLP operational specialists, eliminating employee involvement in pre-tagging content, and reducing data leak alerts to genuine risks, GhangorCloud serves a burgeoning need of organizations to identify and protect their growing pools of sensitive content from theft and unintentional loss **without** a corresponding investment in personnel. Thus, GhangorCloud ISE delivers a high return on human capital. Further considering the severe shortage of InfoSec professionals, GhangorCloud ISE is a welcome addition as organizations seek to optimize their use of their short-staffed InfoSec personnel.

Brand Loyalty

Whether the sensitive content is personally identified information (PII) collected and entrusted with the organization or the organization's intellectual property (IP) or the IP of a business partner, theft or unintended loss of this content produces negative brand consequences. In the case of IP, such as software code, its loss could undermine the very foundation of the software creator's business. Avoiding these consequences requires identifying sensitive content in all of its forms, detecting in real-time if that content is at risk of theft or loss, and then taking appropriate action before the theft or loss occurs. Timeliness and confidence that the DLP solution is performing as needed is essential. Based on interviews of a sample of GhangorCloud ISE customers, these are reasons why they chose and expanded their use of GhangorCloud ISE.

Conclusion

Sensitive content is present within all organizations. Unfortunately for many, the holistic value of that content is not recognized until after there is a data breach. At which point the organization is in a crisis mode to minimize the damage. DLP solutions came to the market to reduce the risk and severity of data breaches. But DLP solutions have not kept pace with the attributes of speed, scale, comprehensiveness, and certainty that organizations intensely need. GhangorCloud ISE delivers real-time speed, unlimited scalability, comprehensiveness in scope (content and actors), and authenticity in alerts.

For its strong overall performance, GhangorCloud has earned Frost & Sullivan's 2018 Technology Innovation Award in Data Leak Prevention.

Significance of Technology Innovation

Ultimately, growth in any organization depends upon finding new ways to excite the market and upon maintaining a long-term commitment to innovation. At its core, technology innovation, or any other type of innovation, can only be sustained with leadership in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Understanding Technology Innovation

Technology innovation begins with a spark of creativity that is systematically pursued, developed, and commercialized. That spark can result from a successful partnership, a productive in-house innovation group, or a bright-minded individual. Regardless of the source, the success of any new technology is ultimately determined by its innovativeness and its impact on the business as a whole.

Key Benchmarking Criteria

For the Technology Innovation Award, Frost & Sullivan analysts independently evaluated two key factors—Technology Attributes and Future Business Value—according to the criteria identified below.

Technology Attributes

Criterion 1: Industry Impact
Criterion 2: Product Impact
Criterion 3: Scalability
Criterion 4: Visionary Innovation
Criterion 5: Application Diversity

Future Business Value

Criterion 1: Financial Performance
Criterion 2: Customer Acquisition
Criterion 3: Technology Licensing
Criterion 4: Brand Loyalty
Criterion 5: Human Capital

Best Practices Award Analysis for GhangorCloud

Decision Support Scorecard

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Scorecard. This tool allows our research and consulting teams to objectively analyze performance, according to the key benchmarking criteria listed in the previous section, and to assign ratings on that basis. The tool follows a 10-point scale that allows for nuances in performance evaluation. Ratings guidelines are illustrated below.

RATINGS GUIDELINES

1–3 Poor
4–6 Fair
7–8 Good
9–10 Excellent
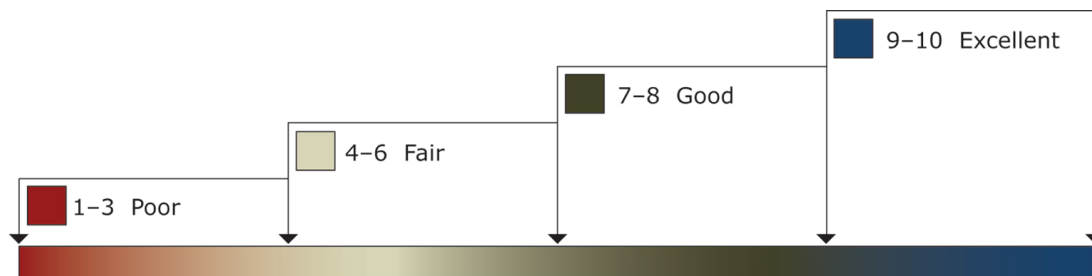
The Decision Support Scorecard is organized by Technology Attributes and Future Business Value (i.e., These are the overarching categories for all 10 benchmarking criteria; the definitions for each criterion are provided beneath the scorecard.). The research team confirms the veracity of this weighted scorecard through sensitivity analysis, which confirms that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

The results of this analysis are shown below. To remain unbiased and to protect the interests of all organizations reviewed, Frost & Sullivan chooses to refer to the other key participants as Competitor 2 and Competitor 3. Active competitors offering data leak prevention solutions include but are not limited to: Digital Guardian, Fidelis Cybersecurity, Forcepoint, McAfee, and Symantec.

Measurement of 1–10 (1 = poor; 10 = excellent)			
Technology Innovation	Technology Attributes	Future Business Value	**Average Rating**
GhangorCloud	**9**	**9**	**9**
Competitor 2	6	6	6
Competitor 3	6	6	6

Technology Attributes

Criterion 1: Industry Impact
Requirement: Technology enables the pursuit of groundbreaking ideas, contributing to the betterment of the entire industry.

Criterion 2: Product Impact
Requirement: Specific technology helps enhance features and functionalities of the entire product line for the company.

Criterion 3: Scalability
Requirement: Technology is scalable, enabling new generations of products over time, with increasing levels of quality and functionality.

Criterion 4: Visionary Innovation
Requirement: Specific new technology represents true innovation based on a deep understanding of future needs and applications.

Criterion 5: Application Diversity
Requirement: New technology serves multiple products, multiple applications, and multiple user environments.

Future Business Value

Criterion 1: Financial Performance
Requirement: Potential is high for strong financial performance in terms of revenues, operating margins, and other relevant financial metrics.

Criterion 2: Customer Acquisition
Requirement: Specific technology enables acquisition of new customers, even as it enhances value to current customers.

Criterion 3: Technology Licensing

Requirement: New technology displays great potential to be licensed across many sectors and applications, thereby driving incremental revenue streams.

Criterion 4: Brand Loyalty

Requirement: New technology enhances the company's brand, creating and/or nurturing brand loyalty.

Criterion 5: Human Capital

Requirement: Customer impact is enhanced through the leverage of specific technology, translating into positive impact on employee morale and retention.

Decision Support Matrix

Once all companies have been evaluated according to the Decision Support Scorecard, analysts then position the candidates on the matrix shown below, enabling them to visualize which companies are truly breakthrough and which ones are not yet operating at best-in-class levels.
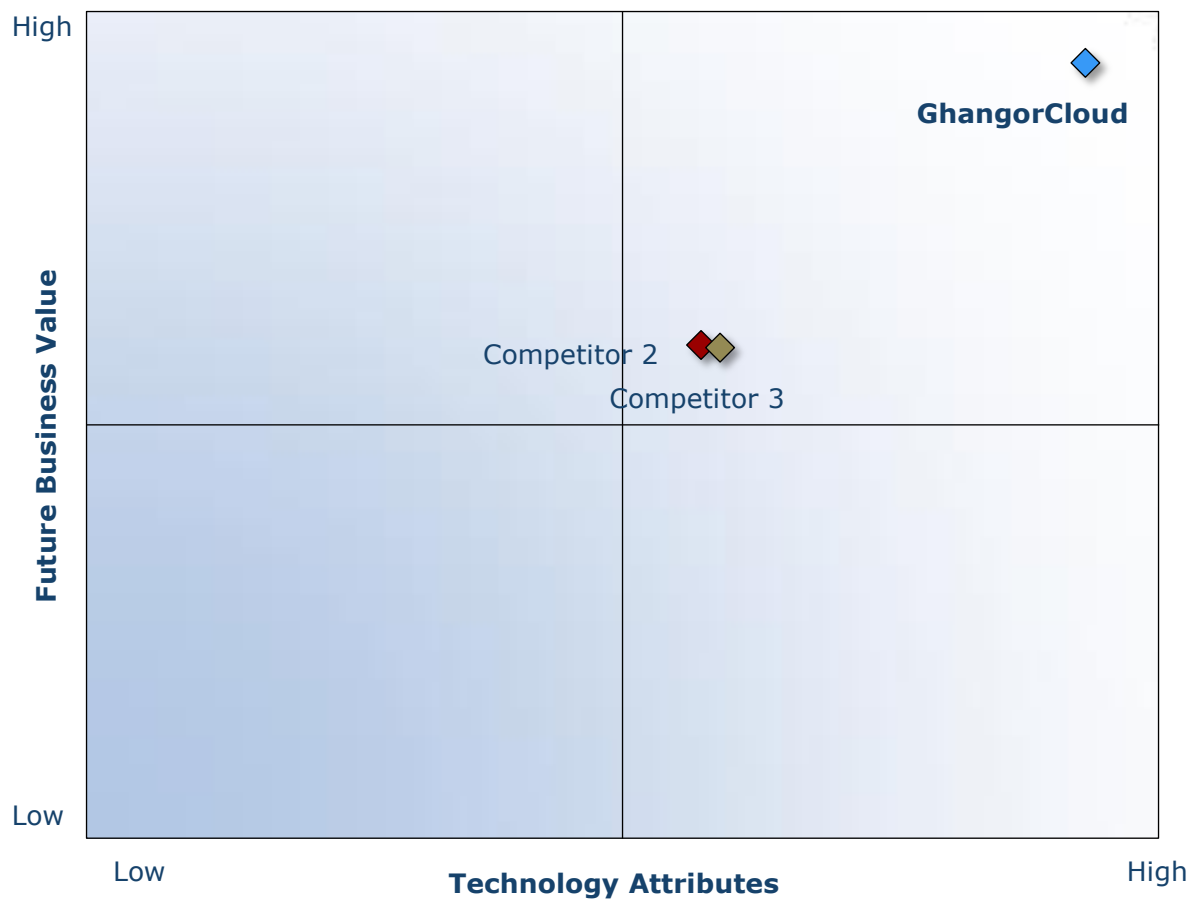
Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analyst 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	**Monitor, target, and screen**	Identify Award recipient candidates from around the globe	• Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies	Pipeline of candidates who potentially meet all best-practice criteria
2	**Perform 360-degree research**	Perform comprehensive, 360-degree research on all candidates in the pipeline	• Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates	Matrix positioning of all candidates' performance relative to one another
3	**Invite thought leadership in best practices**	Perform in-depth examination of all candidates	• Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps	Detailed profiles of all ranked candidates
4	**Initiate research director review**	Conduct an unbiased evaluation of all candidate profiles	• Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles	Final prioritization of all eligible candidates and companion best-practice positioning paper
5	**Assemble panel of industry experts**	Present findings to an expert panel of industry thought leaders	• Share findings • Strengthen cases for candidate eligibility • Prioritize candidates	Refined list of prioritized Award candidates
6	**Conduct global industry review**	Build consensus on Award candidates' eligibility	• Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates	Final list of eligible Award candidates, representing success stories worldwide
7	**Perform quality check**	Develop official Award consideration materials	• Perform final performance benchmarking activities • Write nominations • Perform quality review	High-quality, accurate, and creative presentation of nominees' successes
8	**Reconnect with panel of industry experts**	Finalize the selection of the best-practice Award recipient	• Review analysis with panel • Build consensus • Select recipient	Decision on which company performs best against all best-practice criteria
9	**Communicate recognition**	Inform Award recipient of Award recognition	• Inspire the organization for continued success • Celebrate the recipient's performance	Announcement of Award and plan for how recipient can use the Award
10	**Take strategic action**	Upon licensing, company is able to share Award news with stakeholders and customers	• Coordinate media outreach • Design a marketing plan • Assess Award's role in future strategic planning	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.