

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

# 2024 COMPANY OF THE YEAR

*IN THE GLOBAL  
DATA LOSS PROTECTION  
INDUSTRY*

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

2024  
BEST  
PRACTICES  
AWARD

**Forcepoint**

## 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. Forcepoint excels in many of the criteria in the data loss protection 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

In the current digital landscape, organizations are increasingly aware of the various threats to their data, necessitating more comprehensive protection strategies that address both external and internal vulnerabilities. To meet their evolving needs, organizations are actively seeking data loss protection (DLP) solutions from providers that comprehend their current requirements and demonstrate a commitment to ongoing collaboration. The ideal DLP providers should enhance data security without adding undue complexity to administrative processes. A leader in data protection solutions since the 1990s, Forcepoint has been responsive to continuous feedback from customers and agile in adapting its offerings to align with organizations' changing business dynamics. This approach ensures that data protection measures remain effective and relevant in the face of an ever-shifting threat landscape and evolving business operations.

### ***Evolving to Meet the Needs of Customers while Ensuring Unflinching Service***

Forcepoint has established itself as a leading data protection company, specializing in DLP solutions tailored for diverse customer environments, whether on-premises or cloud-based. Its mature enterprise DLP offering provides robust protection while evolving to meet the most specific customer requirements. For organizations seeking cloud-based solutions, Forcepoint's Software-as-a-Service (SaaS) DLP provides universal coverage across endpoints, web, SaaS applications, and email. The company has demonstrated a deep understanding of customer needs, including those of large enterprises, such as banks, government agencies, and high-IP manufacturing firms, requiring stringent data protection measures and integrated policy management. Forcepoint recognizes the complexity facing these organizations and has developed

its solution to consolidate management while providing robust security for organizations dealing with sensitive and regulated data daily. The company continues to improve its well-developed and mature solution to meet the evolving needs of its customers, including securing the use of Generative AI (GenAI). Forcepoint DLP ensures data security by limiting or blocking access to sanctioned GenAI tools and preventing data loss through GenAI. Risk-Adaptive Protection capabilities enable automated remediation and dynamic risk-based access controls, while AI-driven data classification enhances the effectiveness of security policies. Forcepoint's tenant locations have expanded globally, enabling it to address complex data sovereignty requirements, making the company a preferred choice for multinational organizations seeking comprehensive DLP solutions.

### ***Listening to Customer Feedback Informs Continuous Improvement***

Forcepoint has demonstrated its commitment to addressing the intricate needs of its customers through its feature-rich DLP offering and consistent update cycles. In 2024, the company's latest iterations of its data security platform have transformed the solution into a comprehensive universal platform,

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**- Georgia Edell  
Consultant**

integrating endpoint, cloud access security broker (CASB), email protection, and secure web gateway (SWG) functionalities into its single pane of glass, risk-adaptive data protection that clients value. Organizations are able to manage policies and incidents across the different data access channels from a single user interface. Removing that complexity, and providing ease of policy management, incident response, and reporting, which reduce the learning curve and administrative burden on IT staff.

Forcepoint strongly emphasizes improving the quality of life and management experience for the security analysts who utilize its tools. By streamlining workflows, enhancing user interfaces, and incorporating advanced features, Forcepoint aims to empower analysts to work more efficiently and effectively in safeguarding sensitive data across diverse digital environments. Forcepoint recognizes and listens to the specific and evolving feedback of its customers to refine its offering, focusing on manageability, like improving ways to deal with administrative tasks and policy importation.

### ***Providing Top-of-the-line Security, Customized to Clients***

While Forcepoint expertly serves the needs of large, complex organizations, it also caters to smaller companies by actively facilitating the transition to cloud-based data protection. Its cloud-first offering eliminates the need for additional, costly licenses for essential services, such as forensics, making advanced data protection more accessible. A standout feature of Forcepoint's DLP solution is its innovative forensics capability, which creates a secure evidence locker for incident data and the violation trigger. This feature provides a comprehensive view of security incidents, allowing analysts to efficiently determine who was involved, the time of the incident, and which files were affected. Forcepoint is unique in enabling direct access to this contextual information without having to search through multiple tools and applications, which empowers security teams to conduct more effective and timely data breach triage and significantly enhances overall incident response capabilities.

Furthermore, these advanced features are offered at a competitive price and provide better value over

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time than competitors, especially for those organizations with specific and complex DLP requirements. While competitors are entering and innovating in the DLP market, Forcepoint maintains leadership through its ability to serve organizations seeking comprehensive data protection, in any ecosystem, with advanced features and strong return on investment.

Forcepoint has proven to be a company that understands its customers' requirements and listens to them, enabling it to improve upon a mature and feature-rich enterprise DLP solution. The evolution of its SaaS DLP highlights the company's effort to implement the best of what it offers in the enterprise on-premise segment, in a way that

works through a cloud approach, building out its capabilities to match the needs of customers. The resulting solution feels both innovative and natural to the user.

## Conclusion

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Forcepoint leads the DLP space, providing existing and new customers with customizable, constantly improving solutions for all environments. Delivering a solution that adapts to both current and future business and security requirements, ensuring continuous alignment as your organization grows and evolves. Along an organization's cloud journey, Forcepoint supports robust security and data protection across environments. The company provides best-in-class data protection solutions through a continually improving platform, enhancing the quality of life for security analysts.

With its strong overall performance, Forcepoint earns Frost & Sullivan's 2024 Global Company of the Year Award in the data loss protection 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

