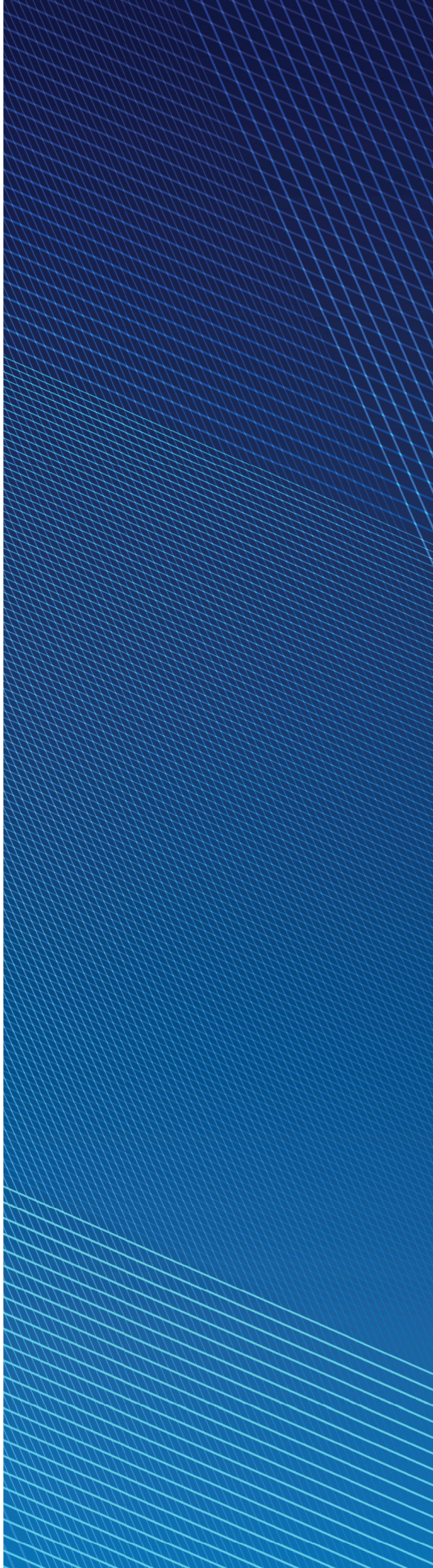
FROST & SULLIVAN

TRELLIX RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

Identified as best in class in the global endpoint security 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. Trellix excels in many of the criteria in the endpoint security space.

Endpoint Security: A Necessity in a Threat Centric Cybersecurity World

Endpoints are the most vulnerable and exploited part of any network. The average organization manages thousands of endpoints accessing its corporate network. Across industries and companies of various sizes, IT leaders must manage a rapidly growing number of endpoints. This challenge is seriously amplified in organizations that allow employees to use personal devices for business.

Endpoint security is an organization's first line of defense to protect against attackers gaining access to their networks. With nearly all attacks targeting the endpoint, when threats are not intercepted by perimeter solutions, the endpoint security solution becomes the most critical line of defense. This is particularly important in remote work scenarios.

Changing work environments and continuously evolving cyber threats drive the endpoint security market's technological advancement. Remote work and BYOD adds to the challenges of protecting endpoints due to the increase in the number of devices and the lack of physical control over them by an organization. Frost & Sullivan points out that properly addressing new endpoint security product use cases and applications helps market leaders maintain a competitive edge and sustain growth.

Trellix: Providing a Unified Customer Experience

Trellix was launched in January 2022, resulting from the merger of security firms McAfee Enterprise and FireEye. Integration throughout its line of products to provide a unified customer experience is one of Trellix's main goals. Trellix's endpoint security solution is integrated into its XDR solution, providing a flexible and unified protection, detection, and response solution. Frost & Sullivan analysts track how Trellix has demonstrated innovative growth strategies to rapidly excel in the endpoint security market since the company was launched.

Integrated Security for a Constantly Changing Threat Landscape

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>
> ***- Sarah Pavlak***
> ***Industry Principal, Security***

Trellix's Endpoint Security Suite delivers comprehensive protection to reduce attack surface and contextual visibility to give organizations informed control over their endpoints. The Trellix Endpoint Security Suite includes Trellix Endpoint Detection and Response (EDR). This integrated suite of technologies has the capability to learn and evolve to protect an organization's needs in an advancing threat landscape.

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Empowering Customers in Digital Transformation

Trellix offers a hybrid architecture for customers moving from on-premise to the cloud. This includes rapid remediation and response to minimize attack risk and impact. With easy configuration and management at scale in both cloud native and on-premise environments, comprehensive advanced protection technologies with customizable controls managed from a single console make the solution compatible for all industries. Frost & Sullivan notes that this is especially true for organizations managing hundreds of thousands of endpoints. Trellix's centralized console eliminates security gaps through streamlining and scaling across endpoints to enforce and manage security from a single viewpoint.

Trellix actively supports over 500 deployment architectures and operating systems variants. This is spread across a wide range of systems, including Windows, MacOS, Linux, iOS, Android, containers, and Kubernetes environments. Trellix's portfolio is broad and mature, enabling customers to build out to XDR from an endpoint security base and easily integrate native and third-party tools supporting hybrid environments. Trellix's XDR solution focuses on broad data set integrations to ensure the security solutions that customers are using can be integrated into its XConsole, thus minimizing the number of consoles an administrator must access.

Simplified, Proactive Risk Management

Proactive risk management features help protect organizations by prioritizing threats through early knowledge of attacks that target a specific industry or geography. Trellix's integrated ecosystem uses predictive security assessments and proactive security actions. Simplifying detection and response for sophisticated advanced persistent threats is achieved with integrated EDR controls and automation, and AI is used to accelerate threat investigations. Trellix Forensics Actions allows automated forensics collection with live response for a broad range of attacks based on specific results; Frost & Sullivan points out that this is a key differentiator for Trellix in the competitive endpoint protection market.

Innovative Capabilities Differentiate Trellix

Trellix differentiates itself from competitors by offering customers the ability to unlock data ownership. This includes enabling the alignment of the CISO and CIO data strategies to allow customers to own the data, run their own tools, and use third-party tools to extract additional value from the data. This alleviates challenges associated with vendor lock in.

Trellix's new Security Analyst Experience is an integrated experience aimed to reduce pivots to different tools and screens and automated to reduce data collection so analysts can focus on decision making. A strong goal of this experience is fostering collaboration between individuals and different roles within the SOC. This program also puts emphasis on training and certifications for analysts. This is a critical element as most organizations struggle to find qualified cybersecurity personnel.

Trellix's distinct threat intelligence capabilities – fed by email, endpoint, data security, and network security – allow the company to collect extensive information on adversaries. Trellix provides a combination of adversary and victim intelligence. Victim intelligence provides information about how attackers gain access to target environments, in addition to intent and methods of operation. Adversarial intelligence takes attacker motivations and provides in-depth knowledge of tactics, techniques, and procedures.

Supporting Customers in Their Cyber Security Defense Strategy

Trellix is a market share leader in the endpoint security market and has achieved this status quite quickly since its inception. The company has a focused growth strategy that incorporates cross-selling to its large existing customer base, as well as prioritizing customers' XDR readiness and helping EDR customers migrate to XDR. This plays a large part in its newly created Customer Success Management organization. Internal sales and channel groups focus on prospects that need a vendor agnostic ecosystem approach with native and open integrations. Frost & Sullivan recognizes how the flexibility that Trellix offers with its approach is truly important to customers' investments.

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Trellix places heavy emphasis on customer support strategies. This includes customer success managers who address clients' product-specific needs and relay them to the R&D team. Trellix has a team of 210 threat researchers across the company's offerings ensuring they are equipped to defend against the latest threats. This is another key market differentiator that illustrates Trellix's continued commitment to R&D, user experience, and customer service. Another concentration on R&D investments is Trellix's focus on growing its detection capabilities, operational efficiencies, and integrations to drive growth within its endpoint security offerings.

Conclusion

Frost & Sullivan applauds Trellix for providing superior cybersecurity protection solutions through market-leading performance, visionary innovation, and a unified customer experience. Trellix's focus on 'living security everywhere' provides customers with a clear model for cyber risk mitigation.

Trellix recognizes the challenges in the current endpoint security market, as well as the constantly changing threat landscape, and works to provide key solutions to alleviate the risk concerns of its customers across a variety of industries. Trellix thrives on providing customers with superior security products, as well as delivering an outstanding customer experience.

With its strong overall performance Trellix earns the 2023 Frost & Sullivan Company of the Year Award in the Global Endpoint Security 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™

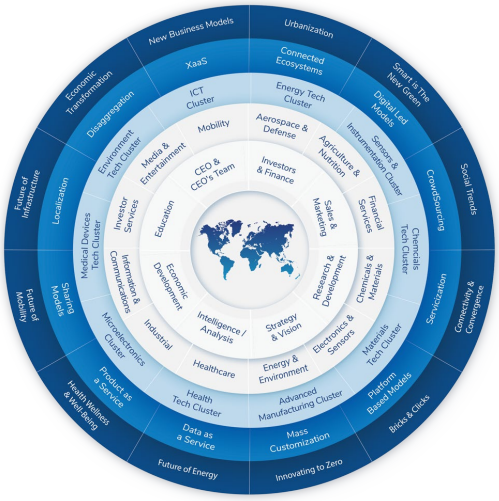
Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.
Learn more.

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.



- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)