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**TECHNOLOGY
INNOVATION
LEADER**

*Enhancing Customer Impact Through
Powerful Technology Integration*

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL CYBER THREAT INTELLIGENCE (CTI)
INDUSTRY*

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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. Group-IB excels in many of the criteria in the CTI space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Navigating the Modern Threat Landscape by Leveraging Global Megatrends

“Group-IB has adeptly leveraged global megatrends, such as cyber fusion, the integration of various security functions, and artificial intelligence (AI), to enhance its threat intelligence capabilities, addressing modern challenges in cybersecurity. By unifying CTI, digital risk protection (DRP), and external attack surface management (EASM), Group-IB creates a holistic defense strategy that provides comprehensive visibility into potential threats.”

**- Martin Naydenov
Sr. Industry Analyst**

The modern threat landscape has undergone a profound transformation, driven by the global push toward digitalization. Frost & Sullivan points out that this has led to expanded attack surfaces, heightened IT complexity, and increased risks in supply chains. Today, threat actors launch multi-vector attacks that target organizations’ internal networks and their external digital assets, such as social media accounts and third-party applications. While many organizations have increased security spending and implemented a wide range of point solutions to combat threats, this does not always result in enhanced security measures. Instead, increased spending often leads to higher total cost of ownership (TCO), tool fatigue, IT complexity, and information overload. Effective security

relies on a deep understanding of the modern threat landscape. Without actionable intelligence, most organizations operate blindly, unable to effectively defend against modern threats and prioritize security efforts.

Additionally, security teams frequently work in silos with separate workflows, tools, and objectives, creating blind spots that undermine their overall security effectiveness. In its over two decades of history, Group-IB has established itself as one of the leading CTI vendors globally. Group-IB has adeptly leveraged global megatrends, such as cyber fusion, the integration of various security functions, and artificial intelligence (AI), to enhance its threat intelligence capabilities, addressing modern challenges in cybersecurity. By unifying CTI, digital risk protection (DRP), and external attack surface management (EASM), Group-IB creates a holistic defense strategy that provides comprehensive visibility into potential threats. Frost & Sullivan appreciates how the integration of artificial intelligence (AI) further augments this approach, offering a powerful combination of machine and human insights for rapid analysis and accurate identification of threats from an extensive array of intelligence sources.

A Dynamic Innovation Approach for A Dynamic Threat Landscape

Group-IB's Unified Risk Platform (URP) offers a centralized ecosystem that spans external risk mitigation and management (ERMM), fraud protection, business email protection, and managed extended detection and response (XDR) solutions. URP provides organizations with a holistic security posture across the entire cyber response chain, enabling them to prevent breaches, fraud, and brand abuse. To keep pace with the dynamic threat landscape and address the most pressing challenges, Group-IB actively seeks direct feedback from various stakeholders, gaining insights into target industries and determining which new features and use cases to implement. With one of the highest R&D investments in the CTI industry, Frost & Sullivan analysts observe how Group-IB has nicely expanded its technologies, use cases, and services to offer custom and cutting-edge solutions.

In 2024, Group-IB introduced a series of product enhancements to its URP, significantly boosting its security capabilities. At the core, a fully rebuilt investigations graph solution now powers the URP, designed to meet today's high data demands and future-proof its products for growing data volumes. The Fraud Protection includes the Fraud Matrix framework, which deconstructs and catalogs complex fraud schemes, enhancing anti-fraud strategies with more accurate fraud categorization. Additionally, Group-IB introduced new AI-powered behavioral fraud detection improvements and a no-code fraud detection rule builder to streamline fraud detection and reduce false positives. The DRP enhancements leverage AI to improve the detection of phishing and scam websites, while the Smart Abuse Tool automates and tracks takedown requests, ensuring both transparency and efficiency. With a new integration into leading cloud service providers, the ASM solution can now detect threats within cloud environments and provides an industry baseline score that assesses an organization's security standing relative to its peers. CTI enhancements include real-time monitoring and tagging of underground messages, allowing for better prioritization and contextual understanding of threats. Finally, AI-powered SMART alert functionality was introduced for XDR customers to reinvent notifications and dramatically reduce the volume of SOC alerts.

Tailored Threat Intelligence for Optimized Security Measures

“Since its inception, Group-IB has been at the forefront, addressing pressing challenges by leveraging global megatrends and driving constant innovation. With one of the highest R&D investments in the CTI industry, Group-IB has significantly enhanced its Unified Risk Platform with advanced AI and fraud protection capabilities.”

**- Martin Naydenov
Sr. Industry Analyst**

Group-IB’s tailored intelligence approach significantly enhances an organization’s security posture by providing custom threat insights that directly address the unique needs of the organization. This approach begins with Group-IB collaborating closely with each client to develop a personalized threat intelligence collection plan. By identifying the organization’s internal stakeholders and understanding its specific security requirements, Group-IB ensures that only the most relevant threats are monitored and reported. Regular updates and adjustments to the collection plan are made to adapt to evolving threats and changing organizational needs.

Group-IB refines its threat intelligence by categorizing threats into four key areas: those posing a direct risk to the organization, threats targeting its customers and partners, industry-specific threats, and other relevant threats of interest. Clients have the flexibility to filter intelligence based on various criteria such as industry, region, attacker location, and attack techniques. This tailored approach is further enhanced by Group-IB’s diverse intelligence sources, including malware analysis, sensor networks, vulnerability databases, open sources, data channels, human intelligence, and more, ensuring comprehensive and accurate threat detection. Additionally, Group-IB employs Threat Hunting Rules to fine-tune intelligence delivery, allowing clients to receive highly relevant data without noise or false positives. Frost & Sullivan appreciates how this proactive and customized intelligence helps organizations anticipate and defend against specific threats, safeguarding their digital footprint more effectively. The integration of real-time data, human analysis, and advanced filtering provides a robust defense mechanism against emerging cyber threats.

On a Course for Global Customer Acquisition

Group-IB recognized early in its two-decade-year history that comprehensive cyber threat intelligence requires a global perspective with local context and understanding. Cyberattacks, especially socially engineered and brand abuse threats, require context, language, and a cultural understanding to be effectively mitigated. As a result, Group-IB implemented a “decentralized cybersecurity” approach with its global digital crime resistance centers (DCRCs), consisting of dedicated threat analysts and customer support teams within specific regions. Operating autonomously, each DCRC addresses local challenges while continuously exchanging experiences and threat intel within the entire Group-IB network globally. Since its inception, the vendor has prioritized a localized approach and strategically placed its teams across 25 countries (and counting) to enhance its support and intelligence offering. This customer-centric approach has paid off; Group-IB has been organically growing its global presence, establishing itself as one of the leading CTI providers with over 400 employees and 600 customers globally. In 2024, Group-IB doubled down on its expansion into LATAM, driven by the establishment of a new office and DCRC in Chile, which is expected to significantly enhance Group-IB's growth potential by expanding its sales pipeline. By targeting key countries such as Mexico, Brazil, Chile, and Colombia, Group-IB is positioning

itself to tap into large and growing markets with significant cybersecurity needs. This will facilitate deeper customer engagement and foster trust, which is quite essential for expanding the customer base. The new office and center in Chile will provide localized support and services, making Group-IB's offerings even more relevant and accessible to LATAM businesses and enabling a better understanding and addressing of region-specific cybersecurity challenges.

Conclusion

As the modern threat landscape evolves, so must cybersecurity. Since its inception, Group-IB has addressed the most pressing challenges by leveraging global megatrends and driving constant innovation. With one of the highest R&D investments in the CTI industry, Group-IB has significantly enhanced its Unified Risk Platform with advanced AI and fraud protection capabilities.

Its customer-centric approach allows the company to provide unparalleled threat intelligence and tailored support across various regions, offering a level of service that few other CTI vendors can replicate. Through this commitment to innovation and a tailored intelligence approach, the Singapore-based vendor has rapidly expanded its global presence.

With its strong overall performance, Group-IB earns the 2025 Frost & Sullivan Global Technology Innovation Leadership Award.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

