XM CYBER

2018 European APT Simulation & Remediation Platform Technology Innovation Award

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Innovation in the way modern networks are used and operated, with a multitude of connected devices and systems, cloud migration, and a "work anywhere" mentality bring many advantages to enterprises; however, it also carries risks such as cyberattacks that can result in the loss of sensitive intellectual property, C-level executive jobs, consumers' trust, and the organization's capital. Enterprises need to secure their networks adequately to ensure they do not encounter these consequences or damage their brand reputation.

While organizations use various levels of cybersecurity controls, they still must employ information technology (IT) and security teams to locate and remediate gaps in their network's security manually, triggering operator fatigue and wasting operational expenses on labor hours. Many of these companies hire an external team—called a "red team"—to find cybersecurity blind spots, but this is expensive and time-wasting while allowing human error to leave a network exposed to breaches. Then, they still need to employ an internal team to understand the course of action to remediate network vulnerabilities—called a "blue team"—that consumes capital expenses and labor hours.

Organizations that opt to use technology to detect network vulnerabilities and attack vectors need to initiate the solution to simulate cyber-attacks; however, an ecosystem's posture can change in minutes, leaving the network vulnerable to cyberattacks. Too often enterprises discover these security holes when it is too late because a breach has occurred, immediately reducing the return on investment (ROI) and value of the cybersecurity solution an organization uses.

Automated advanced persistent threat (APT) simulation & remediation platforms can deliver superior and constant cybersecurity protection to an organization's ecosystem by simulating, validating and remediating hackers' paths to organizational critical assets. Furthermore, a provider that can include a "blue team" feature in their technology will offer an unmatched solution that delivers more ROI and value than any cybersecurity vulnerability assessment solution and especially the labor intensive pen-test and red team services available on the market.

XM Cyber's Technology Attributes and Future Business Value

Founded in 2016, Israel-headquartered XM Cyber delivers a best-in-class automated APT simulation & remediation platform, HaXM, that safely simulates realistic malicious attacks on clients' ecosystems to their critical assets, exposing attack vectors that go under the radar of all protective measures and prioritizing remediation. The solution can be deployed on-premise or on the cloud. The company serves clients in industries such as financial, manufacturing, and government, globally, with offices in Israel, the United States, and Australia. Frost & Sullivan believes XM Cyber is a pioneer in the APT simulation & remediation solution market and is impressed with its innovation and quick growth in the industry.

Innovative Automated and continuous APT Simulation & Remediation Platform

XM Cyber's HaXM platform leverages the company's patented technology to safely simulate an attack on an enterprise network utilizing realistic TTPs used by varying levels of threat actors. The solution operates continuously acting as an automated cybersecurity red team, empowering organizations to save capital expenses by reducing the need to hire an external team to conduct network testing. In addition, given HaXM's capability to scale to large networks and respond in real time to changes in the network environment, it dramatically augments the capabilities of internal red teams, enabling them to achieve more with less. The technology's blue team function empowers IT personnel with actionable remediation advice, focused and prioritized to block existing paths to critical assets while also providing best practice advice. For example, if a network is vulnerable to a person hacking an account because a password is not strong enough or is too old, the best practices feature advises an operator that the password should be stronger or changed more frequently. The actionable advice aspect of the same issue will pin point the problematic user account and credentials that were leveraged while offering technical steps to alleviate the issue.

The blue team capability delivers actionable advice for each critical attack path it finds, so IT teams can remediate the risk, saving valuable time and allowing IT personnel to focus on other tasks, greatly increasing an organization's ROI and value gained. Since XM Cyber provides an automated APT simulation & remediation platform that offers both red and blue team actions, the company calls this the "automated purple team."

HaXM system provides a time based visualization of an attack path, providing a technical high-fidelity view on the actions and considerations of the virtual hacker that served as the basis for the final risk assessment report.

IT teams can even set up templates for the APT simulation to focus on specific assets, TTPs and scenarios they prioritize; removing the need to configure the attack scenario set-up each time they utilize the solution.

Finally, XM Cyber boasts a 100% customer conversion rate as clients quickly realize the ROI and value HaXM delivers.

Customer Service that Empowers Clients to Protect their Ecosystem

XM Cyber realizes the value of strong relationships with clients and the need to understand their ecosystem so they can receive the most benefits from HaXM; thus, the company works with customers through a pilot and proof-of-concept cycle to configure and tailor the technology to a client's needs. Furthermore, XM Cyber believes that being familiar with a customer's industry enables the company to serve its clients better. The company conducts remote and on-site training for IT teams to empower enterprises to receive the most value from HaXM. Additionally, XM Cyber checks in with organizations periodically to ensure they are satisfied with the solution.

Conclusion

The ever-increasing complexity and dynamic nature of modern networks brings organizations both benefits and cybersecurity risks. Enterprises need to maintain adequate network protection through automated APT simulation & remediation solutions; however, many companies require information technology personnel to find and remediate gaps manually via "red teams" and "blue teams," wasting capital and labor hours. XM Cyber's HaXM automated and continuous advanced persistent threat simulation platform empowers organizations to observe the gaps in the cybersecurity posture of their company continuously. For its innovation, customer-centric technology, and strong overall performance, XM Cyber earns Frost & Sullivan's 2018 Europe Technology Innovation Award for its cybersecurity APT simulation & remediation platform.

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 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	• Announce Award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance	Announcement of Award and plan for how recipient can use the Award to enhance the brand
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

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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.