

authentic8

2018 Global Cloud Browser
New Product Innovation Award



2018
BEST PRACTICES
AWARDS

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Background and Company Performance

Industry Challenges

For years, organizations have attempted to manage their employees' web browsing through secure web gateways and network perimeter controls. The underlying premise of these access and content control technologies is to block, restrict, or allow access based on the category each website was assigned.

Frost & Sullivan notes that this categorization approach was reasonable and manageable when:

- The number of websites was not counted in the millions
- Webpages were not a dynamic assortment of objects from multiple third parties
- The distinction between good versus bad was apparent and resilient
- Access permissions could be set and applied uniformly for the entire end-user community - with few exceptions
- Workplace web access was exclusively through employer-owned devices

These circumstances, however, no longer exist. Consequently, IT and security teams have arrived at two decision crossroads.

The first crossroad is whether to rely exclusively on their current web access and content control technologies and sustain the challenges of balancing permissions against cyber risk, officiating permission exceptions, and further alienating an end-user community that is demanding fewer restrictions.

With status quo no longer tolerable, the next crossroad is whether to rip and replace or overlay with a new approach. For many IT and security teams, the optimum decision is overlay. Their current set of access and content control technologies is effective to an extent, workflow processes tied to those technologies are routinized, and rip and replace introduces transition risk. An overlay approach has appeal, as it offers a means to offset functional and use case gaps of current technologies, without forcing radical changes in aspects of those technologies that remain useful.

Even so, Frost & Sullivan points out that an overlay approach may be insufficient. An overlay approach that only addresses currently encountered limitations in the current control technologies is shortsighted. While still beneficial, the connected world is evolving. Similarly, access and content requirements will expand and diversify - as will the use cases that depend on secure and controlled web access. A more desirable overlay approach is an overlay *plus* solution, one that seamlessly fills the current gaps of existing technologies and also establishes a futures-aligned platform for hosting and delivering innovative capabilities.

Frost & Sullivan believes that Authentic8, with its cloud browser service, Silo, properly epitomizes an overlay *plus* solution. As described in this New Product Innovation Award recognition, Silo was designed for organizations that have web access use cases their legacy access and content control technologies do not address - or address with excessive friction (operations and end-user impact). From a *plus* perspective, Authentic8 is moving up the application stack into enterprise collaboration services. As Authentic8 customers confirm, the use of Silo reduces operational overhead and improves organizations' security state.

Product Attributes and Customer Impact

Matching Customer Needs

Unclassified websites is a common issue for organizations with legacy web access and content control technologies. The concessions organizations frequently have to accept is to err on the side of caution and restrict access permissions, or accept the potential of greater cyber risk and its collateral damage by dialing up allowed access to unclassified websites (possibly for select end-users). Unfortunately, even with limited expanded access, a compromise of one device can spread to others.

With Silo, these no-win concessions are eliminated. Silo operates per-session, virtual browsers in Authentic8's cloud-hosted platform. All end-user website interactions are conducted entirely and privately within remote virtual browsers and only benign renderings (i.e., pixels) of websites are delivered to end-users' local devices, either through the Silo Linux-based browser or to the end-user's native browser. Beneficially, no active code (e.g., malware) or web code is downloaded onto end-users' devices.

With Silo, permissions can be expanded without accepting greater cyber risk, and the overhead of managing permission exceptions fades to the past. Moreover, cyber risk on existing web access is also reduced if the customer directs end-user traffic to currently allowed, or whitelisted, websites through Silo as well.

For many of Authentic8's customers, they pair the Silo service with their existing web access and content control technologies. For example, end-users accessing unclassified websites are transparently directed through Silo. Another configuration is end-user access to personal webmail is directed through Silo. In both of these use cases, the organizations' network and end-user devices are insulated from being infected with malware.

Service Reliability & Performance

Designed from the start in the Software-as-a-Service (SaaS) model, Authentic8 inherits all of the reliability attributes of the cloud provider's platform (i.e., rapid provisioning, scalability, infrastructure protection against cyber threats, and availability). Authentic8 hosts its Silo service in AWS.

As the Silo customer base has expanded geographically, so too has the service's points-of-presence (PoPs) — now 130 PoPs; a 100% increase over 2017. In addition, intelligent

routing techniques ensure that each end-user is connected to the closest or best performing PoP for the hosting of his or her virtual browser sessions.

Frost & Sullivan research shows that another positive attribute of Silo is the reduction in the traffic load between end-user locations and the virtual browsers. Compared to standard native browsers, Authentic8 has determined that the incoming traffic stream (rendering) is 30%-50% less — a beneficial attribute for organizations that are broadening access permissions (i.e., more end-users accessing more websites at a greater frequency), but not their Internet bandwidth capacity.

Capturing customer sentiment on performance, 96% of Authentic8 customers rated Silo's performance as exceeding expectations (59%) or meeting expectations (37%) in Authentic8's December 2017 customer survey. Considering the myriad of variables that impact on performance, a favorability rating of 96% is impressive.

Market Positioning

Authentic8's positioning of Silo is to solve vexing browser-initiated use cases for its customers. Whether the use case is to expand web access to more end-users and more websites without elevating cyber risk, support fully anonymized web browsing, or, as described later, offer secure and controlled collaboration solutions, Authentic8 is clear and consistent in not positioning Silo principally as a secure internet gateway replacement or augmentation, as with the majority of remote browser isolation product vendors.

Rather, Authentic8's distinctive positioning is as a platform provider for browser-initiated use cases. As browsers are increasingly end-users' primary window into a growing array of web applications loosely and tightly associated productivity workflows and business processes, there is growing interest in defining and applying inter-app access and content control policies that are discrete and centrally enforced and auditable - regardless of the end-user's point of origin. In Frost & Sullivan's view, Authentic8 is clearly building a resilient and adaptable platform and framework to address this need.

Design

Silo is frequently categorized with remote browser isolation products. However, in comparison to oft-cited vendors in remote browser isolation, Silo is different. First, it is exclusively a SaaS service offering. No infrastructure investment is required by customers. Second, Authentic8 provides a double layer of isolation. With this double layer, Silo eliminates the risk of malicious code embedded in the web code that supports website rendering from reaching end-users' devices. Any potential malicious web code is removed in the transcoding procedure conducted in real-time in Silo's cloud-based platform. All transmissions from Silo's remote virtual browser to end-user devices are thoroughly sanitized.

Through conversations with Authentic8 customers and from the Authentic8 December 2017 customer survey, customers noted two cybersecurity benefits of Silo's isolation properties:

1. **Reduction in cyber risk** – As extensively noted by Silo users, this reduction was reflected in: strengthening of security postures, narrowing of risk profiles, decreases in the risk of data breaches, and reduction in malware instances.
2. **Savings in operations** – Extrapolating on the results from Authentic8’s customer survey, customers reported a two day per month (on average) savings in IT and security operations. Those savings stemmed from reductions in security incidents, fewer permission exceptions, less log analysis on web use, and a reduction in configuring or optimizing security solutions.

Exemplifying the growing interest in isolation, the US Defense Information Systems Agency has posted a RFI for Cloud Based Internet Isolation Solutions in support of approximately 3 million end-users. The chosen solution would become part of the agency’s EndPoint Security Solutions Portfolio. Authentic8 responded to this RFI. [View by clicking [here](#)]

Customer Purchase Experience

The Silo purchase experience mirrors the click-to-use experience expected of SaaS offerings. It is completely online ordering, end-user additions and subtractions are easy, and the downloading and installing of the Silo browser or browser plug-in are equally simple. One customer also noted that version updates to the Silo browser were easily inserted into the organization’s existing desktop management workflows. Pricing is similarly straightforward: number of users and Silo version (Home, Business, and Research). There is also a try-before-you-buy complimentary version of Silo.

Customer Ownership Value

In addition to the previous cited customer benefits of cyber risk reduction and operations savings and expanding access without elevating risk, Authentic8 offers true value to its customers through additional capabilities. Authentic8 designed its Silo service to meet the requirements of high-end organizations in defense, legal, and financial services.

For these types of customers, granular policy controls are quite essential. In addition to controlling who is permitted to access what by end-user, role, group affinity, and circumstance, administrators can control end-user’s website actions (e.g., cut and paste, downloading, and posting). Logs of end-user activities are also collected centrally, and detailed logs on all of an end-user’s activities can be recorded and privately stored in an Amazon S3 bucket. Only Authentic8’s customers have the keys to unlock these log archives. In addition, one Authentic8 customer took logs one step further by allowing employees to view their individual web usage as a means of self-regulation. [A visual demonstration of Silo’s administrative portal is available by clicking [here](#).]

Leveraging the same private storage in Amazon S3 capability, Authentic8 is moving forward with its intent to provide its customers with secure and controlled collaboration services. The first is Authentic8 Secure Storage. With this service, customers create file storage vaults that they can seamlessly access from within their web browsing sessions.

The same access and content policy controls that Authentic8 instrumented into Silo are present in this service.

Future service initiatives akin to Authentic8 Secure Storage are being considered that move the company's services deeper and further into the application stacks that constitute modern business workflows and operations.

Customer Service Experience

Direct conversations with Authentic8 customer revealed a high level of customer satisfaction in all stages of the service engagement. A similar high satisfaction rating was revealed in the Authentic8 customer survey.

More than three-fourths of survey respondents rated these attributes as exceeding expectations:

- Knowledgeable tech support
- Responsive customer service
- Easy licensing terms and conditions

Conclusion

In the constantly advancing and evolving digital age, technology ebbs and flows from being beneficial to becoming an issue of concern. Web browsing first provided the means for end-users to access all that the Internet could offer. Yet unrestricted access created multiple issues. Employee productivity could suffer, workplace safety issue could arise, browsing opened an alley for malware to be delivered, and sensitive data could escape undetected. Secure web gateways and other forms of controls were devised to tame these issues.

However, as browsing and web apps increasingly became a staple to commercial operations, the efficacy of legacy controls plateaued. Frost & Sullivan believes that newer approaches to web access and content control are needed, not just to address the original web browsing issues, but also to reposition browsing as a means to accomplish more - but with less cyber risk and operational overhead.

Authentic8 is truly shedding light on how web browsing equipped with enterprise-grade controls and end-user conveniences (e.g., broader access and user transparency) can make this repositioning possible. For its pioneering success with Silo and its vision for the future, Authentic8 has earned the 2018 Frost & Sullivan New Product Innovation Award.

Significance of New Product Innovation

Ultimately, growth in any organization depends upon continually introducing new products to the market and successfully commercializing those products. For these dual goals to occur, a company must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.



Understanding New Product Innovation

Innovation is about finding a productive outlet for creativity — for consistently translating ideas into high-quality products that have a profound impact on the customer.

Key Benchmarking Criteria

For the Global New Product Innovation Award, Frost & Sullivan analysts independently evaluated two key factors—New Product Attributes and Customer Impact—according to the criteria identified below.

New Product Attributes

- Criterion 1: Match to Needs
- Criterion 2: Reliability
- Criterion 3: Quality
- Criterion 4: Positioning
- Criterion 5: Design

Customer Impact

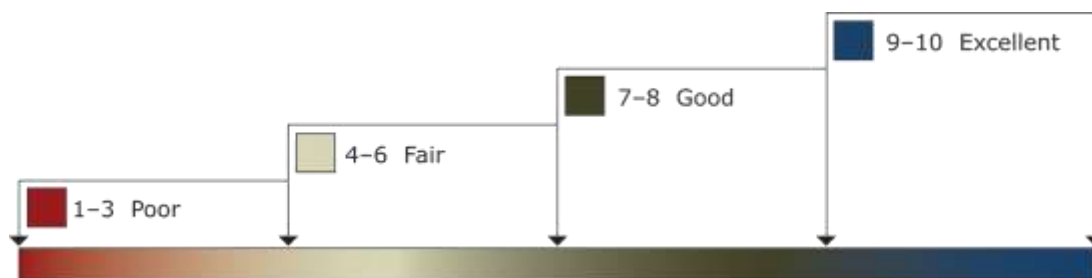
- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

Best Practices Award Analysis for Authentic8

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



The Decision Support Scorecard is organized by New Product Attributes and Customer Impact (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, we have chosen to refer to the other key participants as Competitor 2 and Competitor 3.

<i>Measurement of 1-10 (1 = poor; 10 = excellent)</i>			
New Product Innovation	New Product Attributes	Customer Impact	Average Rating
Authentic8	9.0	9.0	9
Competitor 2	8.0	7.0	7.5
Competitor 3	8.0	7.0	7.5

New Product Attributes

Criterion 1: Match to Needs

Requirement: Customer needs directly influence and inspire the product’s design and positioning.

Criterion 2: Reliability

Requirement: The product consistently meets or exceeds customer expectations for consistent performance during its entire life cycle.

Criterion 3: Quality

Requirement: Product offers best-in-class quality, with a full complement of features and functionalities.

Criterion 4: Positioning

Requirement: The product serves a unique, unmet need that competitors cannot easily replicate.

Criterion 5: Design

Requirement: The product features an innovative design, enhancing both visual appeal and ease of use.

Customer Impact

Criterion 1: Price/Performance Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

Criterion 2: Customer Purchase Experience

Requirement: Customers feel they are buying the most optimal solution that addresses both their unique needs and their unique constraints.

Criterion 3: Customer Ownership Experience

Requirement: Customers are proud to own the company’s product or service and have a positive experience throughout the life of the product or service.

Criterion 4: Customer Service Experience

Requirement: Customer service is accessible, fast, stress-free, and of high quality.

Criterion 5: Brand Equity

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty.

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 analysts 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Present 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	<ul style="list-style-type: none"> • 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>.