

## 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. Ontic excels in many of the criteria in the digital intelligence solutions space.

AWARD CRITERIA	
<i>Entrepreneurial Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

### ***Protective Intelligence Platform: Innovative, Disruptive, Purpose-built***

Traditionally, companies conduct physical security operations through manual solutions and practices, such as gates and guards. In recent years, organizations have implemented solutions that apply technology to physical security operations to offer an improved experience for increased safety and productivity. However, many solutions exist in siloed systems requiring professionals to monitor and analyze data to piece together security events manually. Such practices often cause security teams to discover incidents after damage or harm occurs, leaving them to react and respond to incidents rather than proactively prevent situations from escalating or entirely. With threat actors continually employing new tactics, businesses must implement innovative technologies and reliable strategies to protect their assets, bottom line, business reputation, and employees against malicious actors.

Moreover, many security vendors do not offer complete situational awareness in a single software platform, prompting organizations to gather piecemeal automated technologies from various vendors to secure their environment. However, such cobbled systems do not integrate or operate seamlessly, causing clients to lose vital features or capabilities, continuing the cycle of merely reacting to events. Thus, organizations must deploy situational awareness solutions that detect and analyze risks to decrease operational downtime and expenditures and increase productivity, safety, and security.

Founded in 2017 and headquartered in Austin, Texas, a technological hub in the United States, Ontic Technologies (Ontic) leverages its founders' and employees' expertise in the protective intelligence, threat assessment, and security industries to develop the most comprehensive digital intelligence software platform on the market. Ontic is one of the few companies that did not start as a security information and event management system or security operations center solution vendor. Instead, the

*"Ontic acquires many of its customers through word-of-mouth accolades, fueled by its exceptional operational strategies and technological performance."*

**- Tara Semon, Best Practices Research Team Leader**

company developed its real-time, always-on solution from the ground up as a digital intelligence platform encompassing cyber, physical, and operational security features to allow for more converged security activities.<sup>1</sup>

Ontic's cloud-based platform accumulates and connects threat indicators to offer clients a comprehensive view of potential risks to their organization and assets. The company's solution enables clients to search, filter, and track data by priority level, allowing security teams to focus on persons-of-interest (POI) and critical incidents affecting employee and customer safety and business continuity. As situations evolve, the flexibility of the platform allows clients to adjust search parameters. For example, if an operator uncovers a previously unknown link between two or more people, they can view and assess the data to make informed decisions. Moreover, the company's solution notifies security teams of live incidents through real-time data analysis, offering clients exceptional situational awareness.

*"Ontic is by far the most dynamic platform as it relates to researching POIs, conducting investigations, and general research. It brings all of these things that are traditionally housed in separate spaces into one. In addition, dynamic linking has helped on several occasions with expanding investigations by linking two parties we had no idea had any relationship."*

- Director of Fraud and Investigations, Leading Retailer

Ontic's platform correlates and aggregates data from a myriad of public and private sources. Such integrated technologies include access control, building automation, Internet of Things sensors, intrusion detection, and license plate recognition. Moreover, the platform collects and links data from the open, deep, and dark webs, information technology systems, human resources, social media platforms, weather and news outlets, and OSINT, public, criminal and civil records. The company's industry-agnostic platform enables clients to integrate security technologies seamlessly, allowing teams to manage threats (e.g., workplace violence among current or former employees or a disgruntled customer) across all platforms through a single end-to-end solution.

---

<sup>1</sup> Frost Radar™: Digital Intelligence Solutions, 2021 (Frost & Sullivan September 2021)

*“At this point the Ontic platform acts as a massive force multiplier, allowing me to track and research far more things in a shorter period of time, automating many manual processes while providing a convenient 'one-stop shop' for investigations and research.”*

- Intelligence Advisor, Global Biotechnology Company

Ontic engineers and enhances its automated one-stop-shop platform with the mission “Let’s make nothing happen together.” To achieve its goal, the company strives to provide clients with a holistic and contextualized view of their threat landscape, helping them achieve security resilience through proactive strategies that prevent or drastically reduce incidents. Ultimately, the company’s mission is to protect clients’ customers, employees, assets, and bottom line.

### ***Ontic Technologies: Mission-driven, Laser-focused***

Ontic’s co-founders, Lukas Quanstrom (CEO), Thomas Kopecky (CSO), and Gagan Jain (CTO), foster a company culture based on five core values: Do Good above All, Lead with Empathy, Raise the Bar, Walk

*“Ontic achieved a 257% compound annual growth rate over the last two years and released more than 500 new features and product enhancements in 2021 alone.”*

*- Tara Semon, Best Practices Research Team Leader*

the Walk, and Keep Moving. These core principles promote and deliver a healthy work/life balance, team building, positivity, and other benefits to its employees, such as unlimited paid time off, mental health “ME” days, remote work, and team outings. Its fundamental values create a company culture where employees feel that Ontic’s leaders care about their health and happiness. In fact, 94.9% of its employees

agree or strongly agree that they are proud to work for Ontic, and it boasts an employee attrition rate of only 4%. Frost & Sullivan’s research analysts find that Ontic’s company culture supports employee happiness, and happy employees translate to satisfied customers, which facilitates customer loyalty and revenue growth.

Trusted by Fortune 500 companies, Ontic serves clients across various industry verticals, including banking and financial services, chemicals, consumer goods manufacturing and packaging, energy, entertainment media, retail, sports, and technology. The company protects more than five million client employees and \$38 billion in revenue per client on average. Moreover, Ontic provides exceptional customer service through its dedicated team of client success experts that support customers with platform use, customization, and troubleshooting. Also, the company’s Center for Protective Intelligence (CPI) provides consulting, education, thought leadership, and services that support the security community through knowledge-sharing. Kopecky (leveraging over two decades of security expertise) and Fred Burton (one of the world’s leading security and counterterrorism experts) lead the CPI program. Furthermore, Ontic offers clients essential resources, including blogs, newsletters, podcasts, reports, webinars, and whitepapers, which help them better understand various topics, such as corporate security, crisis management, executive protection, compliance, physical security technology, and threat assessment.

To maintain its innovative edge, Ontic uses client feedback, combined with industry trend monitoring, to guide its product roadmap and continuously evolve its platform. To ensure high customer satisfaction, the company conducts in-platform surveys, including for its Net Promoter Score (bi-annually) and its Product Market Fit (quarterly) with the question “Would you be disappointed if Ontic went away?” The company consistently achieves high marks for these metrics; October 2021 reflected scores of 62 and 83%, respectively. Moreover, Ontic acquires many of its customers through word-of-mouth accolades, fueled by its exceptional operational strategies and technological performance.

In November 2021, the company announced it raised \$40 million in a Series B funding round, which it plans to use to accelerate its expansion and goal to make businesses safer.<sup>2</sup> Ontic achieved a 257% compound annual growth rate over the last two years and released more than 500 new features and product enhancements in 2021 alone. Further serving as a testament to its commitment to technology advancement and business growth, the company closed an acquisition of SIGMA Threat Management Associates in September 2021 and increased employee hiring by 181% since late 2019. Moreover, Ontic has plans to expand its geographic reach, penetrate the education and government sectors, and further grow its solutions portfolio. Impressing Frost & Sullivan research analysts, Ontic’s growth momentum and trajectory will enable it to remain at the forefront of the digital intelligence industry and capture more market share in the coming years.

## Conclusion

---

In recent years, organizations have implemented automated solutions that apply technology to physical security to increase situational awareness, productivity, and safety, ultimately protecting their business operations, employees, customers, and assets. However, such solutions often lack a comprehensive set of capabilities, requiring businesses to piece together technologies from different vendors, causing them to lose out on vital features due to incompatibility. Ontic Technologies (Ontic) continuously enhances its holistic protective intelligence platform that empowers clients to “make nothing happen.” The company’s industry-agnostic digital intelligence solution correlates and aggregates data from copious amounts of public and private sources, enabling clients to gain a comprehensive view of their organization’s security posture and address incidents proactively rather than merely reacting. Ontic creates a company culture that promotes employees’ happiness and facilitates a healthy work/life balance, translating to client satisfaction, customer loyalty, and revenue growth. The company’s impressive growth momentum and trajectory are a testament to its revolutionary technology, customer-centric approach, and exceptional operational strategies. With its strong overall performance, Ontic earns Frost & Sullivan’s 2022 Global Entrepreneurial Company of the Year Award in the digital intelligence solutions industry.

---

<sup>2</sup> *Ontic Raises \$40 Million in Series B Funding to Advance New Standard in Protective Intelligence Technology*, <https://ontic.co/press-release/ontic-raises-40-million-in-series-b-funding-to-advance-new-standard-in-protective-intelligence-technology/> (accessed November 2021)

## What You Need to Know about the Entrepreneurial Company of the Year Recognition

---

Frost & Sullivan's Entrepreneurial Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

### Best Practices Award Analysis

For the Entrepreneurial Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Entrepreneurial Innovation*

**Market Disruption:** Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

**Competitive Differentiation:** Strong competitive market differentiators created through a deep understanding of current and emerging competition

**Market Gaps:** Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Passionate Persistence:** Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

#### *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. Learn more.

### Analytical Perspectives:

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

