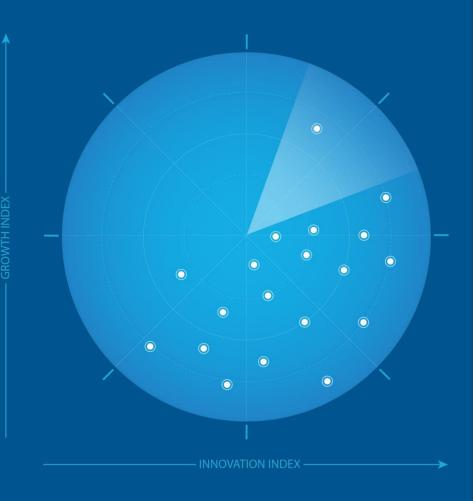
# Frost Radar™: Global Digital Intelligence Solutions, 2022

A Benchmarking System to Spark Companies to Action – Innovation that Fuels New Deal Flow and Growth Pipelines

Global Security Research
Team at Frost & Sullivan





# The Strategic Imperative

- Increased digitalization of multiple organizational security operations has driven the digital intelligence
  market in the past few years. The typically separate realms of physical and cybersecurity systems are
  increasingly under a single digital intelligence platform to monitor and manage an organization's entire
  security operations. While some integrated solutions claim to offer digital intelligence capabilities, they do
  not always provide an accurate single-pane-of-glass view of the environment. This highlights how some
  information remains siloed during incident investigations.
- With emerging threats such as cyberattacks, customs frauds, increased terrorism, workplace violence, and organized crimes, organizations require a more connected security system that synthesizes cyber, physical, and operational security data to inform on, prevent, or remediate incidents.
- Convergence within the security industry has shown that true digital intelligence features are operationally possible. These solutions equip security operators with real-time monitoring, automation capabilities, open-source data integration, event mitigation features, and data privacy and transparency functions that help to break down the data siloes existing within the organization.
- The massive volume of data stored on organizational databases makes it impossible for security teams to
  efficiently analyze and prioritize threat data. As such, security teams desire a solution that can trigger realtime alerts to incidents before or as they occur, enabling faster response. Using the many digital intelligence
  capabilities, security teams can gather information from multiple open sources, devices, and connected
  systems, allowing organizations to better mitigate events or prevent them from escalating.

# The Growth Environment

- The digital intelligence industry has recorded rapid growth, accounting for spending of \$13.21 billion in 2021 from the transition of legacy technologies and capabilities to more comprehensive, data-driven platforms. The COVID-19 pandemic forced security operations to go digital, further helping digital intelligence platforms gain prominence to conduct physical security operations remotely while protecting against emergent cyber attacks. Frost & Sullivan forecasts the digital intelligence market to sustain its growth trajectory to reach \$26.77 billion by 2030 at an 8.2% compound annual growth rate (CAGR) to mitigate the ongoing threats in the physical and digital realms and to cater to the rapid digitalization needs of organizational security teams.
- Comprehensive digital intelligence systems rely on multiple capabilities from various security realms, including:
  - Information from multiple sources, such as mobile devices and open-source databases, social media, and intelligence sources, to deliver real-time alerts
  - Data protection and transparency for customers to prevent legal claims
  - Automation of security insights gathered from multiple open-source intelligence sources
  - Event mitigation and remediation capabilities to allow operators to respond to incidents in real-time
  - Cyber and physical connectivity between each department in an organization to keep pace with investigational procedures and facilitate collaboration

# The Growth Environment (continued)

- Emerging threats within the security ecosystem require organizations to continuously update their security technology solutions. Organizations seek a more centralized approach covering all potential attack vectors for attack prevention while helping them to streamline incident investigations and a response plan.
- Comprehensive digital intelligence platforms are critical tools in enabling organizations to prevent
  successful attacks. Security teams must contend with the increasing use of digital intelligence
  technologies and how to best protect the data being collected while staying transparent in how
  this information is used in the organization. Balancing citizens' privacy concerns with the
  organizational need to gather and utilize as much data as possible is also a challenge digital
  intelligence vendors must ensure to preserve data integrity while assisting customers throughout the
  life span of these solutions.
- Frost & Sullivan study related to this independent analysis:
  - o Global Digital Intelligence Growth Opportunities
  - o Frost Radar™: Digital Intelligence Solutions, 2021
  - Global Digital Intelligence for Law Enforcement Growth Opportunities

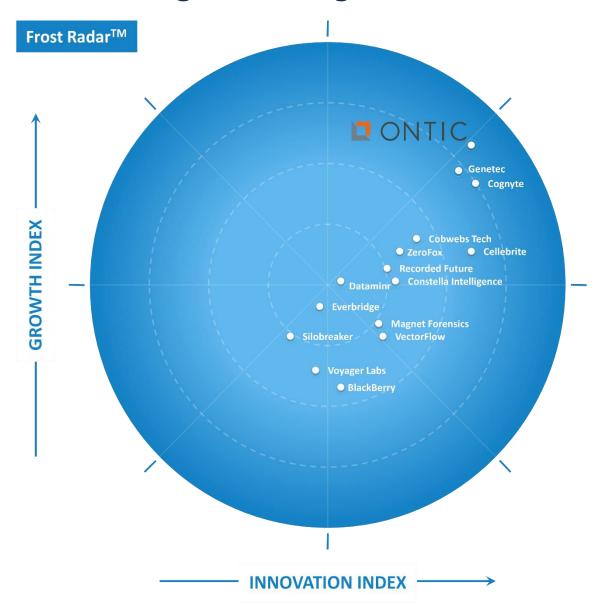
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Frost Radar™

**Digital Intelligence Solutions Market** 

# Frost Radar™: Digital Intelligence Solutions Market



# Frost Radar™: Competitive Environment

- Considering that the digital intelligence area is still a new industry, Frost & Sullivan focused on
  a carefully selected group of providers offering complete solutions to cover an organization's physical
  and digital security operations. The inclusion of mainly physical security vendors willing to have an
  entire digital intelligence portfolio and new industry entrants offering more comprehensive solutions
  to their customers.
- The 15 vendors profiled in this Frost RadarTM study offer their customers solutions that can prioritize, analyze, and manage high volumes of information, allowing them to mitigate and acknowledge any unusual situations occurring inside an organization.
- Ontic improves its standing in the market, achieving overall Growth and Innovation Leadership,
  leaning on its extensive Ontic Platform and proactively focusing on actioning threat intelligence. The
  company's recent acquisition provides the advantage of developing new features in less time and
  remaining ahead of its competitors in this fast-changing industry.



# Ontic

### **INNOVATION**

- By maintaining and improving upon its scores for Innovation leadership, Ontic's Platform stands as one of the industry's most comprehensive digital intelligence solutions. The Platform provides the client with a solution that collects a high volume of data and integrated research, surfacing essential information, unifying analysis, and coordinating responses across the organization.
- The Ontic Platform is a comprehensive solution with rich research capabilities and automation for context analysis, cyber and physical connectivity, incident reporting, case management, and risk mitigation.
- Ontic's Platform can be customized according to clients' operational and security needs for financial services, retail, manufacturing, and technology enterprises. Customers can integrate Ontic's solution, with its extensive customization options, into every security system.

### **GROWTH**

- Ontic has achieved triple-digit CAGR growth annually since its founding in 2017 and continues through 2022. Considering its youth as a company, Ontic has achieved market leadership by offering the most innovative and effective digital intelligence platforms.
- Ontic's expanded platform capabilities via SIGMA's threat assessment methodologies and continued advancements to its intelligence gathering and context analysis enable the company to capture market share quickly and have a strategy to potentially gain more unique customer verticals, such as commercial enterprise and retail industries.
- Ontic continues to invest more than 45% of its annual revenue in research and development to remain up-to-date with market trends. Its acquisition and continued investment in its software platform have enabled more clients to manage threats and mitigate their overall risks proactively.

### **FROST PERSPECTIVE**

- Ontic's expanded new partnerships with digital intelligence and machine learning companies enable the company to capture market share quickly and have a strategy to potentially gain more unique customer verticals, such as commercial enterprise and retail industries. Ontic's recent acquisition allows the company to provide its customers with the new threat assessment services capabilities that their current and potential new customers are asking for as they seek more visibility into their security operations.
- Ontic has proven competitive with more high-profile vendors in the DI market. The challenge that Ontic is facing is its name recognition. With a high presence at trade shows and evident growth and innovation strategies, Ontic is focused on customer outreach strategies and brand recognition for the subsequent years.

# FROST & SULLIVAN



# Strategic Insights

# Strategic Insights

1

With the rapid growth of the digital intelligence industry, vendors with platforms that combine multiple data sources will be in high demand. Data privacy and how data and other open-source intelligence sources are procured remain primary challenges facing security teams as they seek more data-driven solutions. Digital intelligence vendors need to ensure trust and transparency of these data processes, enabling security teams to answer any data stewardship concerns their organization raises.

2

In addition to seeking an intelligence platform that integrates operational, cyber, and physical security capabilities under one platform, organizations are also exploring how these security systems can expand their operational scope to better protect the corporate brand, top executives, and employees within the organization from other threat risks.



Predictive capacity and more real-time and automated functionalities that rely less on human operators to react to incidents represent new capabilities digital intelligence customers seek. Collaboration and contextual analysis functions will also be essential for investigative and real-time response measures for active incidents.



# Significance of Being on the Frost Radar™

Companies plotted on the Frost Radar™ are the leaders in the industry for growth, innovation, or both. They are instrumental in advancing the industry into the future.

### **GROWTH POTENTIAL**

Your organization has significant future growth potential, which makes it a Company to Action.

### **BEST PRACTICES**

Your organization is well positioned to shape Growth Pipeline™ best practices in your industry.

### **COMPETITIVE INTENSITY**

Your organization is one of the key drivers of competitive intensity in the growth environment.

### **CUSTOMER VALUE**

Your organization has demonstrated the ability to significantly enhance its customer value proposition.

### PARTNER POTENTIAL

Your organization is top of mind for customers, investors, value chain partners, and future talent as a significant value provider.



# Frost Radar™: Benchmarking Future Growth Potential

2 Major Indices, 10 Analytical Ingredients, 1 Platform

# **VERTICAL AXIS**

Growth Index (GI) is a measure of a company's growth performance and track record, along with its ability to develop and execute a fully aligned growth strategy and vision; a robust growth pipeline system; and effective market, competitor, and end-user focused sales and marketing strategies.

# **GROWTH INDEX ELEMENTS**

# GI1: MARKET SHARE (PREVIOUS 3 YEARS)

This is a comparison of a company's market share relative to its competitors in a given market space for the previous 3 years.

# GI2: REVENUE GROWTH (PREVIOUS 3 YEARS)

This is a look at a company's revenue growth rate for the previous 3 years in the market/industry/category that forms the context for the given Frost Radar $^{\text{\tiny M}}$ .

# GI3: GROWTH PIPELINE™

This is an evaluation of the strength and leverage of a company's growth pipeline system to continuously capture, analyze, and prioritize its universe of growth opportunities.

### GI4: VISION AND STRATEGY

This is an assessment of how well a company's growth strategy is aligned with its vision. Are the investments that a company is making in new products and markets consistent with the stated vision?

### GI5: SALES AND MARKETING

 This is a measure of the effectiveness of a company's sales and marketing efforts in helping it drive demand and achieve its growth objectives.

# Frost Radar™: Benchmarking Future Growth Potential

2 Major Indices, 10 Analytical Ingredients, 1 Platform

# **HORIZONTAL AXIS**

Innovation Index (II) is a measure of a company's ability to develop products/services/solutions (with a clear understanding of disruptive Mega Trends) that are globally applicable, are able to evolve and expand to serve multiple markets, and are aligned to customers' changing needs.

# **INNOVATION INDEX ELEMENTS**

# II1: INNOVATION SCALABILITY

This determines whether an organization's innovations are globally scalable and applicable in both developing and mature markets, and also in adjacent and non-adjacent industry verticals.

## II2: RESEARCH AND DEVELOPMENT

This is a measure of the efficacy of a company's R&D strategy, as determined by the size of its R&D investment and how it feeds the innovation pipeline.

### II3: PRODUCT PORTFOLIO

This is a measure of a company's product portfolio, focusing on the relative contribution of new products to its annual revenue.

### II4: MEGA TRENDS LEVERAGE

This is an assessment of a company's proactive leverage of evolving, long-term opportunities and new business models, as the foundation of its innovation pipeline. An explanation of Mega Trends can be found <a href="here">here</a>.

### II5: CUSTOMER ALIGNMENT

This evaluates the applicability of a company's products/services/solutions to current and potential customers, as well as how its innovation strategy is influenced by evolving customer needs.

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