

## Frost & Sullivan Award for Technology Leadership



### AWARD DESCRIPTION

The Frost & Sullivan Award for Technology Leadership is bestowed each year upon the company that has demonstrated excellence in technology leadership within their industry. The recipient company has demonstrated technology leadership by excelling in all stages of the technology life cycle—incubation, adaptation, take-up and maturity—to ensure a continuous flow of improvements. By innovating leading-edge concepts the company has pioneered client applications.

### RESEARCH METHODOLOGY

To choose the recipient of this Award, the analyst team tracks all emerging technologies and ongoing research and development projects within the industry. This process includes

interviews with all the market participants and extensive secondary and technology research. The technologies and research projects are then compared according to customer base demands. Also considered are elements such as feasibility of product launch, likelihood of customer acceptance and acceptance rates, and estimated time to market. Competitors are then compared and ranked for relative position. The company chosen to receive the Award received the number one industry ranking.

### MEASUREMENT CRITERIA

In addition to the methodology described above, there are specific criteria used in determining the final ranking of competitors in this industry. The recipient of this Award

has excelled based on one or more of the following criteria:

- Significance of the technology in the industry
- Number of competitors having similar industry technology (competitive factor)
- The technology refinement process meets changing end-user needs (addresses research and development efforts by vendors)
- Value-added technology and services to the customers
- Adoption rate by each of the industry participants (denotes responsiveness of the vendors)
- New product innovation
- Time to market

# McAfee®

### AWARD RECIPIENT -- Mc AFEE, INC.

**M**cafee has taken the IDS/IPS market by storm in the last couple of years and looks to be a strong player in the future. McAfee pioneered next-generation intrusion detection and prevention by bringing the first IDS/IPS appliance to market. By offering both a strong network and host based IPS solution with their IntruShield and Enterccept products, and by looking to the future with the acquisition of Foundstone, McAfee is poised to continue along a very impressive path.

McAfee has become a serious threat to IDS/IPS incumbents. McAfee captured more than a tenth of the total IDS/IPS market, an impressive gain in this incredibly competitive market. Through its technology leadership, McAfee continually proves to have its finger on the pulse of the IDS/IPS market. Leading-edge technology features like virtual IPS, encrypted threat protection and IPS and firewall integration—still unmatched by other vendors—outline its responsiveness to changing customer needs. As well, its

renewed focus on host-based deployments and acquisition of Foundstone are in line with the kinds of technological advancements customers are clamoring for.

McAfee continues to provide a comprehensive system and network protection strategy. As a result, their customer adoption is among the most significant in the industry—servicing over 150,000 business customers world-wide, with over 1,000 unique IntruShield and Enterccept customers. McAfee has leveraged its existing reputation, channels, subscription service and world-renown AVERT Threat Research team with an extensive portfolio of quality system and network security products, and it is through this combination that McAfee looks to be a strong competitor in the future.

McAfee provides a value-added proposition to customers that is important in this rapidly-changing market, and continues to win recognition for its products, technology, and continued innovation. There is no doubt that McAfee will continue to shine in this market in the future.

## Frost & Sullivan Award for Market Penetration Leadership



# McAfee®

### Award Product Information:

IntruShield's unparalleled success and broad customer adoption can be attributed to McAfee's commitment to enable enterprises, carriers and service providers to deploy comprehensive network intrusion prevention for proactive protection against known, zero-day, DoS and encrypted attacks, as well as spyware and VoIP threats. Since pioneering the IPS industry with the world's first purpose-built intrusion detection and prevention appliance, McAfee IntruShield has continued to set the standard for next-generation IPS technology by delivering:

### Unmatched Detection Technology

Integration of signature, application/protocol anomaly, patented shell code detection and DoS detection in a single appliance, as well as out-of-the-box default blocking, deliver the most comprehensive protection for detecting and blocking malicious threats & attacks

### Comprehensive Protection

IntruShield provides unparalleled prevention by delivering proven, proactive protection against known, zero-day, and encrypted attacks, as well as a wide-range of threats, including spyware, evasions, backdoors, Trojans and VoIP and peer-to-peer threats

### Carrier-Class Features

IntruShield's pioneering next-generation technology delivers the most advanced carrier-class features, including Virtual IPS, Virtual Internal Firewall, high-scalability, proven performance, highest port-density purpose-built IPS appliances, low latency and subscriber-level control

### Real-Time Encrypted Threat Protection

IntruShield is the only network IPS solution capable of providing real-time encrypted threat protection for securing critical eCommerce infrastructure. Largest IPS Customer Base- With well over 1000 customers worldwide, IntruShield has the largest installed base of IPS customers in the industry and the broadest in-line deployments.

McAfee Enterccept provides the industry's most comprehensive, accurate and scalable host intrusion prevention solution for critical systems and applications with heterogeneous support for the most widely used OS, servers, workstations and laptops. The solution proactively blocks both zero-day and known attacks with its patented anomaly detection and signature technology. The award winning technology continues its advance in the host intrusion prevention market as the leading solution delivering:

### Comprehensive Security

Combining both behavioral and signature based detection provides the most comprehensive security stops zero day attacks without updates, minimize service downtime and reduces false positives and supports multiple OS, servers and desktops.

### Enterprise Class Management

Enterccept's management system is unmatched in the industry providing the only way to quickly deploy agents, assess your enterprise system safety, rapidly adapt to needed changes and provide comprehensive security reporting on systems across your enterprise.

### Advanced Server Protection

Enterccept provides protection in-depth for web servers through "shielding" capabilities which protect critical applications from being able to access the configuration data or registry settings. Enveloping and shielding protection on database servers blocks malicious requests such as SQL injections, buffer overflows, and denial of service attacks.

### USB Removable Storage Device Control

By controlling the use of USB storage devices Enterccept helps organizations stop viruses or worms being loaded on a system via USB removable media and stop data theft by not allowing individuals to use high capacity USB removable devices to pull down critical and confidential data.

For more information, contact:

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