

F R O S T & S U L L I V A N

FROST & SULLIVAN BEST PRACTICES AWARD

CONVERGED SECURITY INFORMATION  
MANAGEMENT SYSTEMS - GLOBAL

Technology Leadership 2019



FROST & SULLIVAN

2019

BEST  
PRACTICES  
AWARD

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## Background and Company Performance

### *Industry Challenges*

In recent years, the Internet of Things (IoT) has seeped into every crevasse of organizations' business operations, increasing productivity, revenue, safety, and security. IoT's rapid penetration creates mountains of data that analysts must trek through to obtain pertinent and actionable information during business operations and potential security incidents coming from both physical and cyber events. Many security center operators rely on multiple data sources to gain holistic views of both internal and external threats that could damage assets and endanger employees. However, traditional Physical Security Information Management (PSIM) systems operate independently of each other, and integrations with more digital security and cybersecurity systems remains difficult; thus, they cannot communicate effectively, requiring security personnel to monitor platforms via different screens, hindering security officers' ability to respond to threats proactively. As technology companies create more connected platforms for better situational awareness and organizations realize the benefits that converged systems can bring to their operations, PSIM systems are becoming a thing of the past and Converged Security Information Management (CSIM) systems are taking their place as the industry standard.

CSIM systems offer businesses with complex, connected technologies to analyze the copious amounts of data from both digital and physical security systems they receive on a daily basis with rapid precision. However, many CSIM vendors require customers to use certain brands of platforms, system, and sensors, limiting the customization, return on investment (ROI), and total cost of ownership (TCO) for organizations. In many cases, businesses are forced to follow rip-and-replace strategies with their existing infrastructure, which immediately increases the initial financial cost and significantly decreases operational uptime due to a lengthy implementation and configuration period. Additionally, rather than these other solutions providing one platform and dashboard for customers to control their total digital and physical security solutions, these CSIM solutions serve more as an integration tool, rather than its own solution housing both traditional SIEM and PSIM operations as one.

Brand-agnostic CSIM systems that enable security systems, sensors, and data sources to communicate in a single platform can provide security operators with real-time actionable information, potentially preventing catastrophic events. CSIM systems offer security personnel a truly holistic view of their organization's physical security and cybersecurity posture by connecting technologies that PSIM systems can not—e.g., cameras, gunshot detectors, social media platforms, and cybersecurity applications. Frost & Sullivan affirms that CSIM vendors that can combat these challenges will succeed in the CSIM industry and capture more market share.

## *Technology Leverage and Business Impact of Vidsys*

Founded in 2005, Virginia-headquartered Vidsys provides an unmatched CSIM platform, RiskShield Enterprise, which offers clients a comprehensive view of their organization's security posture to respond proactively to prevent or reduce the impact of incidents. Vidsys' CSIM platform allows customers to utilize their existing infrastructure and remains flexible for new technologies, providing integration with over 350 platforms, systems, and applications. Frost & Sullivan proudly recognized Vidsys as the 2017 North America product leader in the Converged Surveillance Systems market and remains impressed by the company's innovations, customer service strategies, robust partner network, and best practices.

### **Cutting-edge CSIM Platform for Comprehensive Enterprise Security Risk Management and Situational Awareness**

Vidsys RiskShield Enterprise, a web-based software platform, offers clients with a revolutionary, automated CSIM solution that consists of five core features: collection, analysis, verification, resolution, and tracking. Security personnel can select what data the platform presents through customization filters that security operators can manage seamlessly via the solution's user-friendly interface. Moreover, users can filter displayed information based on time, location, duration, frequency, and type, channeling information that is pertinent and most critical to their operations.

RiskShield Enterprise monitors clients' security systems and sensors; evaluates the information; and alerts operators of potential security events within their business operations ecosystem that could affect their IT infrastructure, buildings, assets, or employees. The company's solution allows security personnel to manage incidents proactively, protecting their business from escalated security events and brand reputation damage. Moreover, security personnel can send and receive incident data via tablets and smartphones, heightening their organization's situational awareness, and ultimately, increasing their security posture.

The comprehensive CSIM platform integrates seamlessly with third-party legacy and new technologies and is scalable for businesses of all sizes in any industry, allowing clients to achieve a high ROI and low TCO. RiskShield Enterprise connects all of an organization's vital security systems such as IT Security Information and Event Management (SIEM), video surveillance and management systems, security analysis, investigative tools, and reporting platforms, allowing operators to make decisions based on a holistic view of their organization. For instance, a car backfiring can falsely read as gunfire on gunshot detection technologies; however, RiskShield Enterprise allows clients to monitor and view the same area with security cameras and then make an educated decision on whether a security event is occurring. Every day, organizations alert law enforcement to potential emergencies that are false alarms, wasting officer's time and potentially preventing them from assisting with actual incidents. In some cases, operators hesitate to inform law

enforcement of security events because they do not have enough information and do not want to report a potentially false incident; however, the more data organizations can gather on potential emergencies the better decisions operators can make.

Vidsys RiskShield Enterprise integrates with a myriad of security systems such as closed caption television, identity and access management, building management, security cameras, weather forecasts, fire alarms, analytic, smartphones, intruder detection, computer-aided dispatch, and social media platforms. In addition to RiskShield Enterprise's ability to connect businesses' systems and sensors, the platform can also link multiple independent organizations' systems that rely on each other for vital information—e.g., public and private critical infrastructure.

Vidsys RiskShield Enterprise is equipped with geospatial mapping capabilities, allowing security personnel to view, via the user-friendly dashboard, exactly where potential security events are occurring. Moreover, clients can monitor events globally where their systems are connected to RiskShield Enterprise. For example, if a riot is in progress near one of a client's campuses, they can be alerted via news sources or social media platforms and if someone trespasses on their property their security cameras will alerts operators, and they can dispatch security personnel to take action or inform law enforcement in that region. Furthermore, in the event RiskShield Enterprise detects a potential incident, the platform will display standard operating procedures, so security personnel does not need to look up or memorize actions they should take for particular events—e.g., building lockdown or evacuation—saving precious time in an emergency. Moreover, if security teams are dispatched, they can communicate with the security center via RiskShield Enterprise and their smartphones, such as sending pictures or videos of an event for investigative purposes or court presentation.

In addition to bringing an organization's physical security systems together, RiskShield Enterprise integrates and directly communicates with cybersecurity platforms, significantly saving operational expenditures and labor costs. Some physical security systems can exchange information with cybersecurity systems; however, many require communications with a third-party application before passing on event information. RiskShield Enterprise manages such information for a client, allowing physical security and cybersecurity systems to communicate directly through the platform's intelligence capabilities, removing the need for separate digital and physical systems, enabling quicker alert times, and increasing ROI.

### **Exceptional Customer Support and Robust Partner Network**

Vidsys stays in close contact with clients to ensure it meets their needs—e.g., the technology works how it should, and clients have the integrations they need. Furthermore, Vidsys' customer advisory board meets with clients three times each year globally to ensure its product roadmap supports features and capabilities that customers want and need; the company even realigns its focus, if necessary, based on this feedback.

Additionally, Vidsys calls clients quarterly in a one-on-one environment to ensure customers' systems work correctly and for feedback on the platform, customer support, or other practices to optimize clients' experience with Vidsys RiskShield Enterprise. The company has offices globally to assist clients better, faster, and 24/7 via phone or at a customer's site.

The company designs its technology's features and capabilities based directly on what clients want and need. Since RiskShield Enterprise operates as a top layer to a customer's existing systems, Vidsys can make enhancements that customers want and deploy those changes without causing any operational downtime and the related consequences—e.g., lost revenues and upset customers. Moreover, the company continually updates its compatible systems library to ensure clients can truly use RiskShield Enterprise with any systems and sensors. Vidsys does this through its robust partner network that includes globally renowned leaders, such as Micro Focus, AMAG Technology, Axis Communications, Avigilon, Cisco, Genetec, Google, Honeywell, Johnson Controls, Splunk, ArcSight, Barco, Milestone, Motorola, Panasonic, Unisys, Samsung, Siemens, Sony, ThyssenKrupp, and Verint.

## *Conclusion*

Standard Physical Security Information Management (PSIM) systems may offer organizations situational awareness; however, these siloed technologies require security operators to monitor their environment through numerous different platforms via multiple screens and analyze and correlate data manually. Vidsys provides a comprehensive, automated, and brand-agnostic Converged Security Information Management (CSIM) system to empower clients' security personnel to monitor their ecosystem of both cyber and physical security events through a single, user-friendly platform. Vidsys RiskShield Enterprise allows security operators to make informed decisions and respond to incidents proactively. Vidsys maintains close contact with customers and partners to deliver the revolutionary CSIM platform that optimizes clients' converged security posture. With its innovative RiskShield Enterprise platform, unparalleled customer support, robust partner network, and strong overall performance, Vidsys earns Frost & Sullivan's 2019 Technology Leadership Award in the Converged Security Information Management industry.

## Significance of Technology Leadership

Technology-rich companies with strong commercialization strategies benefit from the increased demand for high-quality, technologically-innovative products. Those products help shape the brand, leading to a strong, differentiated market position.



## Understanding Technology Leadership

Technology Leadership recognizes companies that lead the development and successful introduction of high-tech solutions to customers' most pressing needs, altering the industry or business landscape in the process. These companies shape the future of technology and its uses. Ultimately, success is measured by the degree to which a technology is leveraged and the impact that technology has on growing the business.

## Key Benchmarking Criteria

For the Technology Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Technology Leverage and Business Impact—according to the criteria identified below.

### *Technology Leverage*

#### **Criterion 1: Commitment to Innovation**

Requirement: Conscious, ongoing development of an organization’s culture that supports the pursuit of groundbreaking ideas through the leverage of technology

#### **Criterion 2: Commitment to Creativity**

Requirement: Employees rewarded for pushing the limits of form and function, by integrating the latest technologies to enhance products

#### **Criterion 3: Technology Incubation**

Requirement: A structured process with adequate investment to incubate new technologies developed internally or through strategic partnerships

#### **Criterion 4: Commercialization Success**

Requirement: A proven track record of successfully commercializing new technologies, by enabling new products and/or through licensing strategies

#### **Criterion 5: Application Diversity**

Requirement: The development of technologies that serve multiple products, multiple applications, and multiple user environments

### *Business Impact*

#### **Criterion 1: Financial Performance**

Requirement: Overall financial performance is strong in terms of revenues, revenue growth, operating margin, and other key financial metrics.

#### **Criterion 2: Customer Acquisition**

Requirement: Overall technology strength enables acquisition of new customers, even as it enhances retention of current customers.

#### **Criterion 3: Operational Efficiency**

Requirement: Staff is able to perform assigned tasks productively, quickly, and to a high-quality standard.

#### **Criterion 4: Growth Potential**

Requirements: Technology focus strengthens brand, reinforces customer loyalty, and enhances growth potential.

#### **Criterion 5: Human Capital**

Requirement: Company culture is characterized by a strong commitment to customer impact through technology leverage, which in turn enhances employee morale and retention,

## Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan Awards 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 <b>Monitor, target, and screen</b>	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> <li>• Conduct in-depth industry research</li> <li>• Identify emerging sectors</li> <li>• Scan multiple geographies</li> </ul>	Pipeline of candidates who potentially meet all best-practice criteria
2 <b>Perform 360-degree research</b>	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> <li>• Interview thought leaders and industry practitioners</li> <li>• Assess candidates' fit with best-practice criteria</li> <li>• Rank all candidates</li> </ul>	Matrix positioning of all candidates' performance relative to one another
3 <b>Invite thought leadership in best practices</b>	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> <li>• Confirm best-practice criteria</li> <li>• Examine eligibility of all candidates</li> <li>• Identify any information gaps</li> </ul>	Detailed profiles of all ranked candidates
4 <b>Initiate research director review</b>	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> <li>• Brainstorm ranking options</li> <li>• Invite multiple perspectives on candidates' performance</li> <li>• Update candidate profiles</li> </ul>	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 <b>Assemble panel of industry experts</b>	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> <li>• Share findings</li> <li>• Strengthen cases for candidate eligibility</li> <li>• Prioritize candidates</li> </ul>	Refined list of prioritized Award candidates
6 <b>Conduct global industry review</b>	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> <li>• Hold global team meeting to review all candidates</li> <li>• Pressure-test fit with criteria</li> <li>• Confirm inclusion of all eligible candidates</li> </ul>	Final list of eligible Award candidates, representing success stories worldwide
7 <b>Perform quality check</b>	Develop official Award consideration materials	<ul style="list-style-type: none"> <li>• Perform final performance benchmarking activities</li> <li>• Write nominations</li> <li>• Perform quality review</li> </ul>	High-quality, accurate, and creative presentation of nominees' successes
8 <b>Reconnect with panel of industry experts</b>	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> <li>• Review analysis with panel</li> <li>• Build consensus</li> <li>• Select recipient</li> </ul>	Decision on which company performs best against all best-practice criteria
9 <b>Communicate recognition</b>	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> <li>• Present Award to the CEO</li> <li>• Inspire the organization for continued success</li> <li>• Celebrate the recipient's performance</li> </ul>	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 <b>Take strategic action</b>	Upon licensing, company is able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> <li>• Coordinate media outreach</li> <li>• Design a marketing plan</li> <li>• Assess Award's role in future strategic planning</li> </ul>	Widespread awareness of recipient's Award status among investors, media personnel, and employees

