



2015 Global Network Visibility
Product Line Strategy Leadership Award



FROST & SULLIVAN



50 Years of Growth, Innovation & Leadership

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Background and Company Performance

Industry Challenges

Network monitoring and management is the critical advantage in delivering an always available and secure network. The most important segments in achieving this include innovating cyber security, performance, and mobility. With the frontier of the Internet of Things (IoT) slowly but steadily gaining importance with centralized and instant access to volumes of data, the pace has quickened for end-to-end monitoring.

Today, vendors need to serve customers globally while providing unified solutions for the various branches and sites that make up large enterprises. Customer knowledge and requirements are constantly increasing due to public hacking and other cyber attacks on the rise. It is now of monumental importance to safeguard networks as they operate as the backbone of organizations – functioning for internal operations and customer-facing utilization. Therefore, investments in security-related products are ascending as organizations consider continuous network-wide security, performance management, and mobility a necessity, as opposed to the traditional convention of purchasing tools on a requirement-specific basis.

As a result, vendors need to be in a position ready to provide all related tools and services regarding cyber security, performance, and mobility. Providing a one-stop-shop solution is key for success.

Product Line Strength and Customer Impact

"We have been using NIKSUN for many years and are very happy with the quality of excellence NIKSUN provides. Their unique and customized financial data monitoring solutions enable us, to gain a holistic view of our infrastructure, from end-to-end. The ability to capture, analyze, alert, and store all metadata allows us to respond faster and to be proactive in reducing issues, removing unused circuits detected by NIKSUN, and optimizing our resources. If a problem does arise, with NIKSUN, we can immediately pull the historical data and pinpoint the root-cause to avoid and prevent further issues. With 24x7 NIKSUN Support, they have given us peace of mind knowing that we are in good hands."

- Pin Lee, VP of Integration and Operations, Credit Suisse

Breadth

NIK SUN offers a plethora of products for network visibility that specifically cater to the cyber security, mobility, and performance of multi-use networks. With organizations of all sizes wanting to partner with companies that offer a unified solution, NIK SUN is at an advantage against other market offerings.

NIKSUN's flagship security solution is its NetDetector®. NIKSUN NetDetector integrates packet capture, metadata generation, and real-time indexing into one appliance. NetDetector is the world's first packet-capture-to-disk appliance for cyber security monitoring, now offered alongside its own suite of NIKSUN cyber security solutions.

NIKSUN's best-in-class performance monitoring solution, NIKSUN NetVCR®, offers advanced real-time network, service, and performance monitoring. NetVCR is additionally offered alongside its own suite of NIKSUN performance monitoring solutions. It provides end-to-end performance management and visibility, thereby enabling users to make more intelligent and informed decisions.

NIKSUN NetMobility® is the only offering of its kind - providing tightly integrated security and performance monitoring in a single appliance unit for carriers and service providers. NetMobility provides critical, real-time knowledge into subscriber behaviors, cyber threats, and performance of 4G LTE and its predecessor 3G networks.

Finally, with its latest product offering, Supreme Eagle®, NIKSUN has once again raised the industry bar. Supreme Eagle is a single hardware platform that delivers unmatched modular and scalable recording with analysis speeds over 100 Gbps. It completely transforms traditional data capture and monitoring to ultimately redefine what a "next-generation" product should be.

Scalability

Notably such, NIKSUN's greatest competitive edge is its effortless ability to scale. NIKSUN designs and makes its own modular hardware and software, from its motherboards to operating systems, to scale across networks ranging from 20 Gbps to over 100 Gbps. With scalability at the forefront, organizations gain full control over the complete integrity of their network. Adding to its competitive edge, NIKSUN customers can easily customize their hardware according to storage needs and operating environments. As a result, NIKSUN customers are in a position to lower the costs and time associated with network protection and health by scaling at their own pace.

Unsurpassed, NIKSUN's hardware is built to handle traffic production rates exceeding 100 Gbps, delivering optimum speed, power and scalability. Metadata (data on collected data) generated by NIKSUN presents a unified view into real-time network conditions, thereby enabling operation teams to make quick and informed mission-critical decisions, even in high traffic rate environments.

With flexible licensing options, NIKSUN is able to provide solutions both for cyber security and performance management on the same product, thus giving the company another gain over its competitors.

Features

NIKSUN appliances capture, analyze and correlate packets with metadata into the Network Knowledge Warehouse (NKW), which serves as a powerhouse of information, hierarchically indexing them for on-demand performance and security deep dive forensics analysis.

Moreover, NIKSUN's dynamic application recognition (DAR) mechanism is extremely helpful in categorizing any number of handsets and devices using the network. DAR is leveraged for the fast processing and securing of large amounts of data, with deep extraction of network packet content. A wide range of multimedia content – voice, video, web, IM, FTPs, email, images and more – can be reconstructed from historical network traffic from years past. This way, NIKSUN provides customers with the ability to continuously detect or reconstruct any harmful applications and malware.

NIKSUN solutions are comprised of a plug-in architecture that also allows for any new protocols to be automatically included in existing products so that customers can access them with an easy software update, making new features readily available.

Customer Ownership Experience

NIKSUN offers its customers an exceptional experience by allowing them to create their own dashboards and reports, catering to unique requirements and needs. These high impact dashboards are customized as per user requirements – offering a lot of flexibility in management.

As NIKSUN also owns its hardware, it becomes easier to proactively gauge the performance level of its products. Likewise, NIKSUN manufactures its own network interface cards that accelerate detection. NIKSUN maintains its operating system, thereby enabling it to tune systems for high speed performance.

Customer Service Experience

NIKSUN's solutions provide information on user experience and user usage, which is stored for perpetuity. Customers can further build on top of the information that is provided to them by zooming in on regions with metadata and packets of interest. At the moment a key performance indicator (KPI) and/or firewall is breached, real-time alarms alert designated users to the issue, reducing service impact and facilitating a faster resolution.

While relatively simple to use, customers are trained by NIKSUN's system engineers to maximize their understanding of the product. Additionally, NIKSUN provides professional services for governments, service providers, financial institutions and large enterprises that extensively use combined solutions provided by the company.

Conclusion

With NIKSUN's broad product portfolio — covering security monitoring, 3G/4G analysis, and performance monitoring — the company is in a solid position to serve customers in the network visibility market. NIKSUN's Network Knowledge Warehouse is a key resource for the company to assist customers to the fullest extent by correlating data for in-depth analysis. With a dictum of "consume, correlate and index," NIKSUN is focused on real-time analysis, thus assisting customers to instantly Know the Unknown® in their cyber environment.

With its strong overall performance and capability, NIKSUN has earned Frost & Sullivan's 2015 Product Line Strategy award.

Significance of Product Line Strategy

Ultimately, growth in any organization depends upon customers purchasing from your company, and then making the decision to return time and again. A full, comprehensive product line that addresses numerous customer needs and preferences is therefore a critical ingredient to any company's long-term retention efforts. To achieve these dual goals (customer value and product line strength), an organization must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.



Understanding Product Line Strategy Leadership

As discussed above, driving demand, brand strength, and competitive differentiation all play a critical role in delivering unique value to customers. This three-fold focus, however, must ideally be complemented by an equally rigorous focus on building a superior and comprehensive product line.

Key Benchmarking Criteria

For the Product Line Strategy Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Product Line Strength and Customer Impact—according to the criteria identified below.

Product Line Strength

- Criterion 1: Breadth
- Criterion 2: Scalability
- Criterion 3: Technology Leverage
- Criterion 4: Features
- Criterion 5: Supply Chain Reliability

Customer Impact

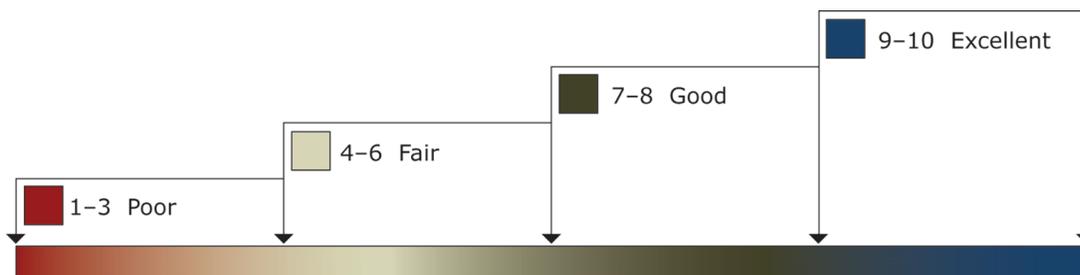
- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

Best Practice Award Analysis for NIKSUN

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 Product Line Strength and Customer Impact (i.e., the overarching categories for all 10 benchmarking criteria; the definitions for each criteria 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 players as Competitor 2 and Competitor 3.

DECISION SUPPORT SCORECARD FOR PRODUCT LINE STRATEGY LEADERSHIP AWARD

<i>Measurement of 1-10 (1 = poor; 10 = excellent)</i>			
Product Line Strategy	Product Line Strength	Customer Impact	Average Rating
NIKSUN	9.5	9	9.25
Competitor 2	6	8	7
Competitor 3	5.5	7.4	6.45

Product Line Strength

Criterion 1: Breadth

Requirement: Product line addresses the full range of customer needs and applications

Criterion 2: Scalability

Requirement: Product line offers products at a variety of price points and functionality levels

Criterion 3: Technology Leverage

Requirement: Demonstrated commitment to incorporating leading edge technologies into product offerings, for greater product performance and value

Criterion 4: Features

Requirement: Products offer a comprehensive suite of features to serve customers at multiple levels of functionality, ease of use and applications

Criterion 5: Supply Chain Reliability

Requirement: There is sufficient control over the supply chain to ensure availability of key components and thereby the availability of products in the product line

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 like 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

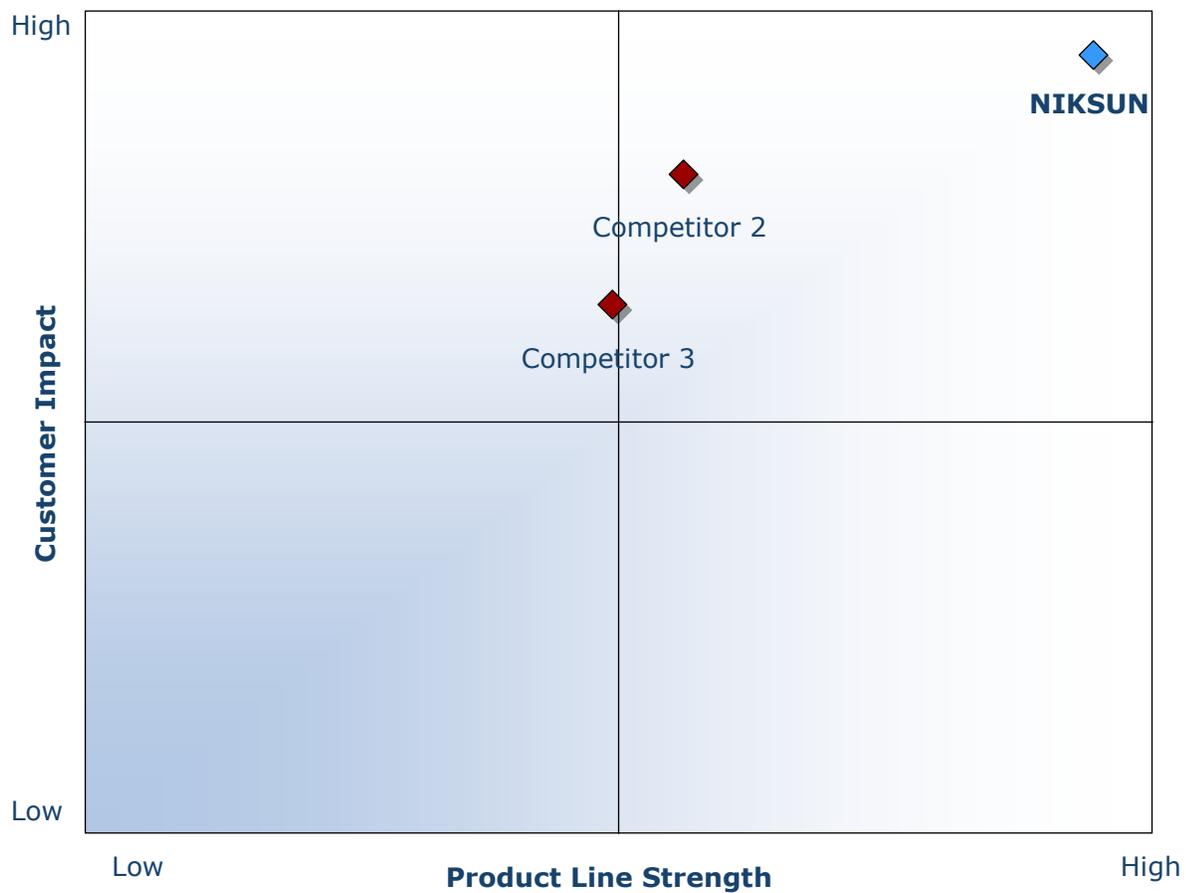
Criterion 5: Brand Equity

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 can 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.

DECISION SUPPORT MATRIX FOR PRODUCT LINE STRATEGY LEADERSHIP AWARD



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 players and for identifying those performing at best-in-class levels.



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 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 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 winner 	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 may 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

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 almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.