

# COMPANY OF THE YEAR



**Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:**

## **Visionary Innovation and Performance**

- Criterion 1: Addressing Unmet Needs
- Criterion 2: Visionary Scenarios through Mega Trends
- Criterion 3: Implementation of Best Practices
- Criterion 4: Blue Ocean Strategy
- Criterion 5: Financial Performance

## **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

*HORNETSECURITY HAS A PROVEN FOCUS ON MEGA TRENDS, CUSTOMER CONCERNS, AND KEEPING ITS PRODUCTS UP TO DATE ON THE LATEST EMERGING THREATS BY QUICKLY ADDING ENHANCED PROTECTION CAPABILITIES TO ITS SECURITY SUITE. HORNETSECURITY RELEASED SEVERAL KEY LAUNCHES WITHIN THE PAST THREE YEARS THAT HAVE CONTRIBUTED TO ITS CONTINUING GROWTH AND LEADERSHIP IN THE EMAIL SECURITY MARKET.*

**- SARAH PAVLAK  
INDUSTRY PRINCIPAL**

To receive the Company of the Year Award requires a company to demonstrate excellence in growth, innovation, and leadership. This excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company’s future success and prepare it to deliver on the 2 factors that define the Company of the Year Award.



Hornetsecurity’s executive leadership team has strong credentials from various sectors of the security industry. With the top executives each having over 20 years of experience within global IT and cloud security environments, this brings a unique breadth of experience to the company. This will continue to lead to success as customers recognize the knowledge this type of experience complements.

With its strong overall performance, Hornetsecurity earns Frost & Sullivan's 2024 EMEA Company of the Year Award in the email security industry.