



2014 Global Web Application Firewall
Market Leadership Award



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



50 Years of Growth, Innovation & Leadership

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Background and Company Performance

Industry Challenges

Web applications are prevalent and used by organizations of all sizes, and are designed to be readily accessible to the general public from any Internet-accessible device at any time of the day. Frost & Sullivan recognizes that many of these applications are unprotected or inadequately protected. As a result, hackers are able to easily probe for security gaps and vulnerabilities that can enable them to gain access or steal data from Web applications.

Web applications are among the most valuable communications tools for many businesses and are only increasing in importance. For these businesses, security, availability, and integrity of their Web applications is paramount. The Web application firewall (WAF) is a valuable tool for any organization with high value Web sites and applications.

Yet, the WAF market faces certain long-standing challenges to growth including integrated WAF functionality in network security and application delivery products and customer concerns of usability and high cost of ownership.

WAF vendors that are able to address these challenges will be able to advance in the market place. Additionally, the market leader must continue to identify and respond to emerging challenges in order to maintain a leadership position and to advance the WAF market as a whole.

Imperva's Market Leadership

In 2013, Imperva earned the market leadership position as best evidenced by its market penetration. Imperva's success is a result of its focus in multiple key competitive categories.

Growth Strategy Excellence

Imperva has achieved healthy growth rates in recent years, and as a result, garnered the greatest share of market revenues in 2013 based on findings from the Frost & Sullivan study entitled Analysis of the Global Web Application Firewall Market.

Imperva is a well-established company in the WAF market. The WAF market, on the whole, is on an upswing and grew 15.3% in 2013 and is projected by Frost & Sullivan to grow at a similar rate in 2014. Heightened interest in WAF solutions is driven primarily by renewed concerns of business risk associated with unprotected Web applications as well as regulatory obligations to protect customer data. Imperva has also stoked new customer interest by adding new capabilities that provide value to customers.

Imperva's growth in 2013 was boosted by the addition of Incapsula. Incapsula is a content delivery network (CDN) provider that offers Web application delivery, acceleration, and security for businesses of all sizes. Incapsula was originally envisioned and seeded by Imperva, which foresaw the eventual emergence of the web security-as-a-service market. The recent acquisition of Incapsula now provides Imperva with a service-based offering for WAF. WAF services are an emerging segment of the WAF market with high growth rates in 2013. Few of Imperva's competitors have a similar WAF service solution. Additionally, Incapsula offers network-based distributed denial of service (DDoS) protection that complements the on-premise DDoS protection provided by the Imperva WAF.

Brand Strength

Imperva SecureSphere security solutions are designed to protect data centers in enterprise organizations which have stringent demands for reliability and performance. The SecureSphere platform provides complete data center protection including solutions for WAF, file security, and database security. Frost & Sullivan's competitive analysis shows that the SecureSphere Web Application Firewall has earned a reputation for accuracy and scalability and is frequently short-listed by customers that are considering WAF solutions.

By comparison, WAF vendors are challenged to excel in both areas of data center performance and security expertise. Many competitors are inclined to develop a strong brand reputation in one category or the other.

Product Quality

The SecureSphere Web Application Firewall is ICSA Labs certified and fulfills compliance requirements outlined by Payment Card Industry Data Security Standard (PCI-DSS) 6.6. The solution provides protection against a range of attacks including threats on the OWASP Top 10 List as well as emerging threats.

The SecureSphere Web Application Firewall leverages multiple security technologies to ensure accurate detection of threats with low false positives. The solution utilizes detection techniques such as dynamic profiling, protocol validation, bot detection, anti-scraping, virtual patching, anti-fraud, IP reputation, and signatures. Imperva continues to develop new security technologies to better protect Web applications.

Product Differentiation

Frost & Sullivan finds that the superior flexibility of deployment and complete coverage offered by Imperva solutions is a key differentiator for the company. Imperva WAF appliances offer a selection of deployment options including transparent reverse proxy, transparent inline bridge, and out-of-band. Each option yields different levels of control allowing customers to find the balance that best meets their needs.

Recent product developments include solutions to protect data and applications in cloud computing and virtualized environments. Imperva offers expanded deployment options including SecureSphere WAF for AWS, SecureSphere Virtual Appliances, or as a blade for Blue Coat X-Series appliances. This high level of flexibility for WAF deployment enables customers to protect important applications regardless of where they reside.

Technology Leverage

Imperva continues to develop new threat detection technologies in order to improve the accuracy of its WAF solution. Two important security technologies included in the SecureSphere Web Application Firewall are the Imperva Correlation Attack Validation engine and Dynamic Profiling engine.

The Correlation Attack Validation engine uses multiple data points to identify known attack patterns and unknown threats. Dynamic Profiling automatically learns normal application behavior and builds a healthy baseline which can then be used to identify deviations and other indicators of an attack. Imperva Dynamic Profiling can automatically learn and adapt to application changes over time and can also be used to enforce policies based on user identity.

Frost & Sullivan notes that these advanced threat detection technologies provide the ability to block attacks accurately and with minimal false positives. The false positive rate of a WAF product is a very important competitive factor as high false positive rates can compel customers to turn WAF protections off or to avoid a WAF solution completely.

Customer Ownership Experience

Imperva WAF customers are primarily represented by large enterprise organizations with hundreds of Web applications to protect. Frost & Sullivan research reveals that an important factor in Imperva's success is its reputation for providing quality products that meet the demanding availability and scalability requirements of data center deployments.

Additionally, the acquisition of Incapsula provides Imperva with the ability to provide a more user-friendly solution with minimal capital expenditures. These advantages appeal most immediately to small and medium size businesses. However, Incapsula services provide an additional set of options and value to enterprise organizations as well.

Conclusion

Frost & Sullivan's independent analysis of the Web Application Firewall market clearly shows that Imperva provides a number of advanced security technologies and flexible deployment models to protect customers' Web applications against the broadest range of threats.

With its superior overall performance, Imperva has achieved a leadership position in the Web Application Firewall market with the most market share in 2013. Frost & Sullivan is proud to bestow the 2014 Global Market Leadership Award to Imperva.

Market Leadership

Ultimately, growth in any organization depends upon customers purchasing from your company, and then making the decision to return time and again. Loyal customers become brand advocates; brand advocates recruit new customers; the company grows; and then it attains market leadership. To achieve and maintain market leadership, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, differentiating from the competition. This three-fold approach to delivering market leadership is explored further below.



Key Performance Criteria

For the Market Leadership Award, Frost & Sullivan focused on specific criteria to determine the areas of performance excellence that led to the company's leadership position. The criteria we considered include (although not limited to) the following:

Criterion	Requirement
Growth Strategy Excellence	Demonstrated ability to consistently identify, prioritize, and pursue emerging growth opportunities
Implementation Excellence	Processes support the efficient and consistent implementation of tactics designed to support the strategy
Brand Strength	The possession of a brand that is respected, recognized, and remembered
Product Quality	The product or service receives high marks for performance, functionality and reliability at every stage of the life cycle
Product Differentiation	The product or service has carved out a market niche, whether based on price, quality, uniqueness of offering (or some combination of the three) that another company cannot easily duplicate
Technology Leverage	Demonstrated commitment to incorporating leading edge technologies into product offerings, for greater product performance and value
Price/Performance Value	Products or services offer the best value for the price, compared to similar offerings in the market
Customer Purchase Experience	Customers feel like they are buying the most optimal solution that addresses both their unique needs and their unique constraints
Customer Ownership Experience	Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service
Customer Service Experience	Customer service is accessible, fast, stress-free, and of high quality

The Intersection between 360-Degree Research and Best Practices Awards

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.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS



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 more than 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.