

## **New Product Innovation of the Year Award Mobile Enterprise Protection North America, 2011**

### **Frost & Sullivan's Global Research Platform**

Frost & Sullivan is entering its 50<sup>th</sup> year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360 Degree Perspective,\* which in turn serves as the foundation of its TEAM Research\*\* methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2011 North American New Product Innovation of the Year Award in the field of Mobile Enterprise Protection to Mobile Active Defense (M.A.D.) for the development of their Mobile Enterprise Compliance and Security Server (MECS).

### **Significance of the New Product Innovation of the Year Award**

#### **Key Industry Challenges Addressed by Mobile Enterprise Compliance and Security Server (MECS)**

The burgeoning increase in the number of smart mobile devices across the enterprise is accompanied by attack-related issues attacks. Therefore, an increased emphasis on protecting sensitive data residing in smartphones is of paramount importance for IT managers.

Frost & Sullivan independent research shows the current challenges from an implementation standpoint:

#### **Vulnerability Concerns**

The proliferation of smartphones with advanced operating systems (OSs) has enabled users to store larger amounts of highly critical sensitive data and persistently interconnect to the Internet. Beginning next year, Frost & Sullivan anticipates a surge in the number of attacks from the desktop to the mobile devices. These attacks can take the shape of malware, rogue applications intercepting mobile communications or data phishing. The handheld device proves to be an easy target for hackers to effectuate malicious attacks in order to abduct highly confidential personal and business data.

#### **Diversified Mobile Devices for Enterprise Usage**

With the influx of various mobile devices from different OS platforms into the enterprise perimeter, IT managers are facing an extremely difficult task to manage and secure these devices. Moreover, with the proliferation of tablets in 2010, which is likely to amplify in 2011, this has rendered the management process even more complex.

M.A.D., based in Atlanta, GA, has come to the forefront and devised a smartphone enterprise security solution. The solution - termed Mobile Enterprise Compliance and Security Server (MECS) - essentially focuses on providing a higher grade of security, management and compliance of mobile devices burgeoning in the enterprise landscape.

### Impact of New Product Innovation of the Year Award on Key Stakeholders

The New Product Innovation of the Year Award is a prestigious recognition of M.A.D.'s accomplishments in the field of mobile enterprise protection. An unbiased, 3<sup>rd</sup> party recognition can provide a profound impact in enhancing the brand value and thereby accelerating M.A.D.'s growth. As captured in Chart 1 below, by researching, ranking, and recognizing those who deliver excellence and best practices in their respective endeavors, Frost & Sullivan hopes to inspire, influence, and impact three specific constituencies:

- **Investors**

Investors and shareholders always welcome unbiased and impartial third party recognition. Similarly, prospective investors and shareholders are drawn to companies with a well-established reputation for excellence. Unbiased validation is the best and most credible way to showcase an organization worthy of investment.

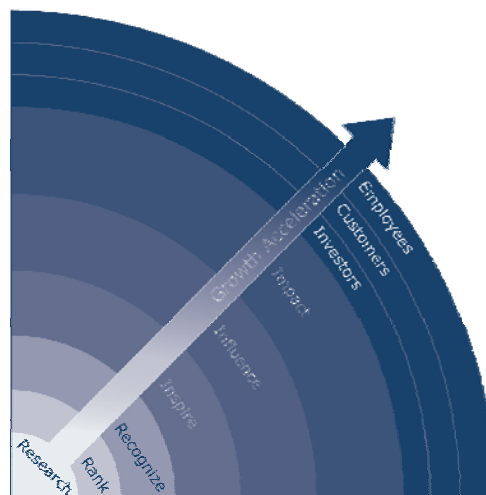
- **Customers**

3rd party industry recognition has been proven to be the most effective way to assure customers that they are partnering with an organization that is leading in its field.

- **Employees**

This Award represents the creativity and dedication of M.A.D.'s executive team and employees. Such public recognition can boost morale and inspire these stakeholders to continue the best-in-class pursuit of a strong competitive position for M.A.D.

**Chart 1: Best Practices Leverage for Growth Acceleration**



### Key Benchmarking Criteria for New Product Innovation of the Year Award

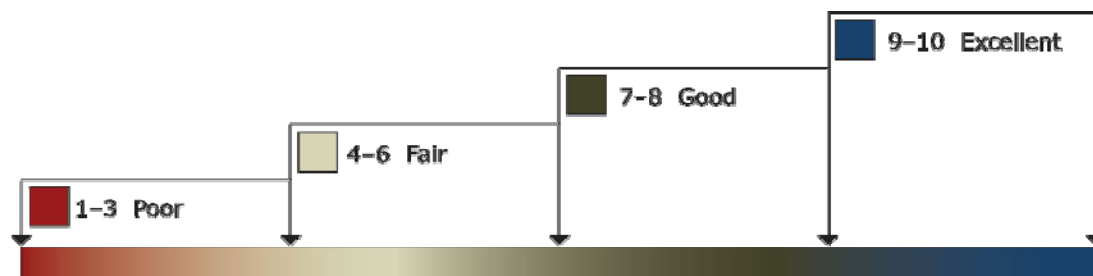
For the New Product Innovation of the Year Award, the following criteria were used to benchmark M.A.D.'s performance against key competitors:

- Innovative Element of the Product
- Leverage Leading Edge Technologies in Product
- Value Added Features/Benefits
- Increased Customer ROI
- Customer Acquisition/Penetration Potential

### Decision Support Matrix and Measurement Criteria

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each Award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. Fundamentally, each DSM is distinct for each market and Award category. The DSM allows our research and consulting teams to objectively analyze each company's performance on each criterion relative to its top competitors and assign performance ratings on that basis. The DSM follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are shown in Chart 2.

**Chart 2: Performance-based Ratings for Decision Support Matrix**



This exercise encompasses all criteria, leading to a weighted average ranking of each company. Researchers can then easily identify the company with the highest ranking. As a final step, the research team confirms the veracity of the model by ensuring 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.

**Chart 3: Frost & Sullivan’s 10 Step Process for Identifying Award Recipients**



**Best Practice Award Analysis for M.A.D.**

The Decision Support Matrix, shown in Chart 4, illustrates the relative importance of each criterion for the New Product Innovation of the Year Award and the ratings for each company under evaluation. To remain unbiased while also protecting the interests of the other organizations reviewed, we have chosen to refer to the other key players as Competitor 1 and Competitor 2.

**Chart 4: Decision Support Matrix for New Product Innovation of the Year Award**

Measurement of 1-10 (1 = lowest; 10 = highest)	Award Criteria					Weighted Rating
	Innovative Element of the Product	Leverage Leading Edge Technologies in Product	Value Added Features/Benefits	Increased Customer ROI (small change)	Customer Acquisition/Penetration Potential	
<b>Relative Weight (%)</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>100%</b>
M.A.D.	9	9	9	9	9	9
Competitor 1	7	7	7	8	8	7.4
Competitor 2	6	6	6	6	6	6

**Criterion 1: Innovative Element of the Product**

With the constant demand for increased mobility, flexibility and performance, smart mobile devices have emerged as a viable alternative to laptops. Frost & Sullivan perceives the increased adoption of smartphones interconnected to the enterprise network. Furthermore, experts forecast that smartphones and tablet usage could eventually transcend laptops among mobile workers in the very near future.

M.A.D. has devised a sturdy and comprehensive mobile enterprise security solution. The Mobile Enterprise Compliance and Security Server (MECS) innovative solution focuses primarily on delivering a new dimension of security, management and compliance to enterprises. Compared to standard mobile device management (MDM) solutions, which are not regarded to be viable security platforms, M.A.D.'s offering promises to provide the utmost protection for mobile enterprise devices.

All mobile data traffic is securely transmitted over encrypted tunnels to the MECS enterprise grade management and control system. It provides rugged protection against any malicious effort to abduct critical, sensitive information. In addition, the MECS Server employs a powerful firewall to extend the enterprise security perimeter onto the mobile devices. On top of that, the solution has integrated a tasteful URL filtering engine to strictly ensure that corporate mobile workers access legitimate and non-prohibited web sites.

Another key element of the solution is that it has incorporated robust and dynamic email protection for numerous attacks that tend to originate from email circulation. Owing to its inherent architecture, the solution could thereby equip enterprises to effectively combat diverse virus, spam, phishing and malware threats trying to gain access to business critical information. As users periodically interconnect to their personal email accounts, it could indirectly expose the enterprise network to external attacks. Thus, M.A.D.'s offering adapts quite well with leading email services, such as Gmail, Yahoo! and AOL.

Owing to the extensive capacity offered by M.A.D.'s solution, Frost & Sullivan feels that the company gained a significant advantage compared to its competitors as captured in Chart 4.

**Criterion 2: Leverage Leading Edge Technologies in Product**

Central to the MECS solution is M.A.D.'s patent pending threat detection and identification technology. Owing to the dynamicity of the technology, the solution can ensure all security controls, profiles and filters are systematically updated 100 times a day. As a result, it could empower the solution to identify and diagnose the latest threats emerging in the enterprise network.

M.A.D.'s solution also meets the compliance requirements of diverse sectors such as Health Insurance Portability and Accountability Act (HIPAA) for healthcare, Payment Card Industry

(PCI) for retail and Gramm-Leach-Bliley Act (GLBA) for finance. This demonstrates the viability of the solution to adequately comply with various international compliance standards.

### **Criterion 3: Value Added Features/Benefits**

Another standalone feature of the MECS solution is that it has incorporated geo-location functionalities to further ameliorate its management prowess of the myriad of mobile devices connected to the enterprise network. Primarily, the real time map component empowers the solution to precisely determine the exact location of a mobile enterprise user. In addition, it could indicate the type of mobile device utilized by the user.

Further to this, the geo-location rulebase equips IT administrators to build firewall, content filtering and other set of rules in accordance with the mobile device's location. This, in turn, could develop a higher grade of control on mobile users pertaining to their access to corporate network or usage - such as web surfing or making calls - while abroad. The third component, the reporting engine, provides granular insights to different mobile users' consumption based on their different locations. As a result, this could help corporate entities to astutely monitor and understand their mobile workforce behavior.

Additionally, the MECS solution has integrated a robust remediation capacity to adeptly counteract against potentially hostile security behavior. This capability empowers the solution to precisely detect any jail broken or unauthorized mobile devices interconnected to the corporate network. This criterion could prove to be critical to further enforce policy compliance on all mobile enterprise devices.

### **Criterion 4: Increased Customer ROI**

Owing to the flexibility and ease of deployment characteristics of the MECS solution, it could be seamlessly integrated into the corporate network with the utmost ease. Implementing the MECS solution does not require any remodeling of current existing enterprise network infrastructure.

Moreover, the solution promises to have a zero footprint on mobile devices. As a result, users could benefit from enterprise security protection without the consumption of additional bandwidth, energy battery drain or CPU resource exhaustion. Thus, mobile users' experience and performance is not adversely affected by employing the MECS solution.

Since the MECS is marketed as a managed recurring service, no significant upfront capital outlay is required for any hardware purchases to implement the solution. As such, it could be instantly deployed to administer the mobile enterprise population. Moreover, highly precious corporate capital can be utilized for other critical business operations.

**Criterion 5: Customer Acquisition/Penetration Potential**

Frost & Sullivan analysis shows that M.A.D. has the promising potential to capitalize on the surging market demand with their mobile security solutions.

Since its release in early 2010, MECS has received raving accolades from various magazines, as well as acceptance by various business sectors, including healthcare and governments. It has also been selected as a 2nd place finalist in the 2010 SC Magazine Security Innovators Throw-down competition and is nominated for the 2011 SC Magazine Excellence Awards Category: Rookie Security Company of the Year. Further to this, collaboration with educational institutions, such as Georgia Tech's Information Security Institute (GTISC), has further strengthened M.A.D.'s role as a leading industry participant in the mobile security field.

M.A.D has recently partnered with SRA International to jointly offer security solutions for smartphone and tablet devices to SRA's government and commercial clients. This could further demonstrate the criticality and viability of M.A.D.'s security proposition and their ability to have a leading role in this arena in coming years. Based on the aforementioned competitive benchmarking criteria as defined and measure by Frost & Sullivan, M.A.D. is the recipient of the 2011 Frost & Sullivan New Product Innovation of the Year Award.

**The CEO 360 Degree Perspective™ - Visionary Platform for Growth Strategies**

The CEO 360 Degree Perspective model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The 360 degree perspective is also a "must-have" requirement for the identification and analysis of best-practice performance by industry leaders.

The 360 degree model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 5 below, the following six-step process outlines how our researchers and consultants embed the 360 degree perspective into their analyses and recommendations:

Chart 5: The CEO's 360 Degree Perspective Model

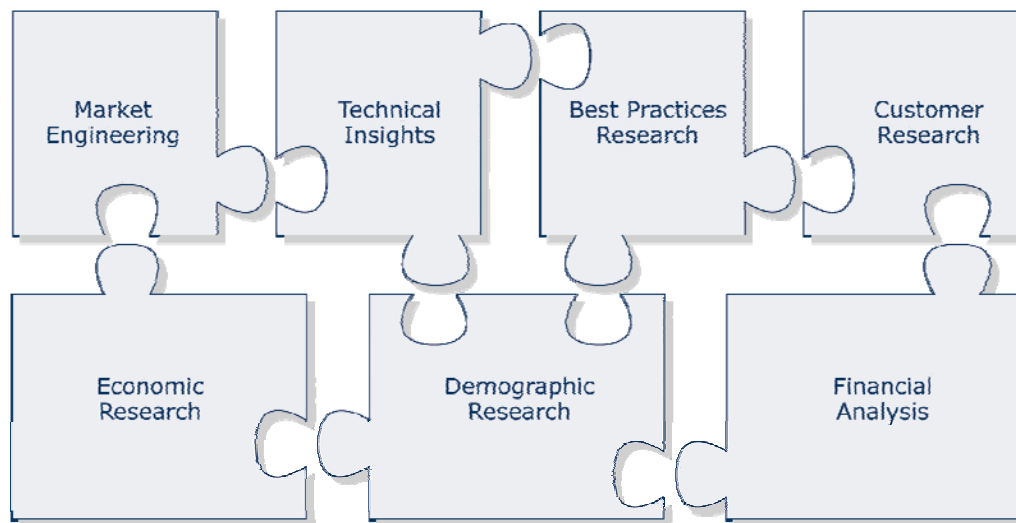


### Critical Importance of TEAM Research

Frost & Sullivan’s TEAM 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. Our experience has shown over the years that companies too often make important growth decisions based on a

narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that the successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

**Chart 6: Benchmarking Performance with TEAM Research**



### **About Mobile Active Defense, M.A.D. Partners, LLC.**

Headquartered in Atlanta, GA, M.A.D. primarily focuses on delivering security and management solutions for smartphones within the business realm. With satellite offices in San Jose, CA and London, England and strategic business collaborations with numerous partners, which include SRA International, Frost & Sullivan foresees M.A.D developing an even more prominent role within the mobile enterprise security space in the coming years.

[www.mobileactivedefense.com](http://www.mobileactivedefense.com)

### **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>.