



COMPANY OF THE YEAR



Best Practices Criteria for World-Class Performance



Addressing Unmet Needs

Visionary Scenarios Through Mega Trends

Implementation of Best Practices

Leadership Focus

Financial Performance



Price/Performance Value

Customer Purchase Experience

Customer Ownership Experience

Customer Service Experience

Brand Equity

The company demonstrates a strong overall performance

“The Asia-Pacific Company of the Year Award in the email security industry awarded to Cisco.

Cisco continuously launches initiatives dedicated to addressing evolving threats and customer needs in email security. In 2021, the company funded data science and research teams to deliver novel methods to detect attacker techniques specifically for email. In 2022, it created more than 200 new detectors with rich telemetry to use against targeted and hard-to-detect attacks. Moving forward, Cisco is transitioning toward a threat-centric approach focused on a new search and reporting interface that will provide information on threat categories, threat actors, techniques and rule hits, and the rationale of verdicts.

- Jiana Edades, Consulting Analyst

Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.