CYLANCE

TALKING POINTS

Gartner Endpoint Protection Platform Magic Quadrant for 2016

Background

Gartner's Endpoint Protection Platform (EPP) Magic Quadrant for 2016 is released. Here are talking points about how the MQ actually works and why we are positioned as the visionary leader.

1) Cylance is the visionary leader within the oldest and most established Magic Quadrant.

It's an honor to be selected out of hundreds of vendors to be included in the Endpoint Protection Platform Magic Quadrant. Our placement and written commentary forge the way for disrupting all the other vendors in the quadrant as well as the industry at large.

Additionally, Gartner sees Cylance® as a best-of-breed company that has a revolutionary approach. They receive a large volume of inquiries about Cylance and when asked, they provide positive verbal guidance to the prospect to definitely put us as a short list contender for endpoint augmentation or replacement. Gartner even made exceptions to their inclusion criteria to allow Cylance to be in the quadrant. Other brand named vendors did not satisfy the criteria and were excluded.

Gartner to their credit recognizes the disruption we are causing and says, "Cylance is easily the fastest growing EPP startup in the last ten years."

2) If Cylance is a disruptor, then why isn't it the clear visionary?

However much Gartner analysts like Cylance and our approach, they are constrained by the Magic Quadrant process and criteria to bring in true next-generation technologies. The MQ is over a decade old, outdated and inflexible. Founded in 2006, it is a better overall *trailing* indicator of the market. The criteria and structure around this MQ does not represent what the market is asking for today and is not a leading identifier of true visionary companies disrupting the competitive landscape. Gartner's own vendor evaluation and internal sign-off process also restricts MQ criteria 'exceptions' for those companies that negate a need for their criteria.

The two most important quadrants within the MQ are the Leaders and Visionaries quadrants. The Leaders quadrant contains mostly incumbents that have functional components covering every checkbox in the MQ criteria list. The Visionary quadrant, where we are the clear leader, is for the disruptors and the true visionaries driving change in the industry.

There are many functional components in the MQ that we feel are relatively worthless from a protection standpoint, or the capabilities have been consumed by the underlying operating system. Functions like URL scanning, personal firewalls, mobile device management and full disk encryption are all features that are great examples of this. These are features that we do not believe are essential to providing the best protection in the world.

3) The EPP MQ vendor evaluation criteria has 'bloated' over the years to have a defense-in-depth, multi-layered endpoint and is focused on a broad suite of offerings.

Cylance's mission to protect every endpoint on the planet also includes doing so in a simple and elegant way. We designed our product to avoid the resource and management burden of most of the layers by being proactive and preventive. We can emphasize our true next-gen approach to not only improve the detection efficacy but also the operational efficiency of reduced tech and reduced management overhead. This means reducing the suite 'stack' of other superfluous components. As a result, Cylance is not receiving credit in Gartner's scoring methodology and hurting our overall position – even if those components are unwarranted.

The table below contains Gartner's specifically itemized criteria of what a vendor MUST provide to be evaluated in the EPP MQ, compared with Cylance's view of those functions:

MQ Criteria For EPP Solution	Cylance Solution
Anti-malware	We do more than just anti-malware
Personal firewalls	Not needed, use local OS firewall
Host-based intrusion prevention	Not needed at all
Port and device control	Not a cyberattack issue if execution is controlled
Vulnerability assessment	Not a preventive measure
Application control and application sandboxing	We have this capability
Mobile device management (MDM)	Not a cyberattack issue
Memory protection	We have this capability
Behavioral monitoring	Not a preventive cyberattack item
Endpoint detection and remediation technology (see "Market Guide for Endpoint Detection and Response Solutions")	Not a preventive cyberattack item
Full-disk and file encryption, also known as mobile data protection	Not an element of Cylance's approach
Endpoint data loss prevention (DLP)	Not an element of Cylance's approach

4) But why is SentinelOne highlighted as a visionary? And Panda Security too?

Cylance is disrupting the security industry and that is hard for both competitors and analysts such as Gartner to fully comprehend. By doing so, we are eliminating many of the layered approaches touted by Gartner and the other competitors. It is clear from the placement of their 'dots' and verbal commentary that these products may "check the boxes" relative to the criteria even though efficacy and efficiency was not a measured criteria. Bear in mind that Gartner DOES NOT do any testing of their own and relies solely on published third party reports, such as AV-TEST.

Additionally, Gartner does not check the technical validity of a solution. Instead, Gartner relies on:

- Vendor briefings – for which Cylance held over 30 in 2015
- Surveys
- Vendor-provided references
- Industry contacts
- Client interviews
- Public sources
- Input from other Gartner analysts

Gartner's analysts hold SentinelOne and Panda in high regard because of their focus on EDR. Although EDR is seen as a single feature within the MQ, Gartner is a believer in the need for their customers to acquire EDR tools.

At Cylance, we focus first on PROTECTION, and we are vastly superior at that than any player in the industry. Other industry stalwarts have created EDR tools merely as a response to their own inability to protect their customers.

5) Will Cylance participate in future MQs?

Cylance will continue to work with Gartner in educating them on the changes in the market and how Cylance is forcing other vendors to employ our focus on prevention vs. just post-execution detection. Gartner will also continue to support Cylance with positive inquiries. If Gartner can indicate to Cylance that we will definitively be a visionary ahead of the other competitors that are not executing as well in both growth and product, there is a possibility we will participate again.

6) How can I provide my accounts a copy of the MQ?
Rather than forwarding the MQ as an attachment, please use this public link for sharing the MQ as broadly as you wish: http://www.gartner.com/reprints/cylance?id=1-2XU816T&ct=160203&st=sb