FROST & SULLIVAN
BEST PRACTICES RECOGNITION

**2017 North American
Cybersecurity Awareness and Training Platform
Customer Value Leadership Award**

**KnowBe4
COMPANY STATEMENT**

Who is Frost & Sullivan?

Frost & Sullivan is a leading 56 year-old market research and consulting firm that tracks multiple industries including Automotive, Healthcare, Information and Communication Technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

What are the Best Practices Awards?

The Frost & Sullivan Best Practices Awards have identified exemplary achievements within a multitude of industries and functional disciplines for the last 17 years. Frost & Sullivan conducts best practices research to properly identify unrivaled innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan Customer Value Leadership Award is a compelling, third-party validation of a company's growth strategy and execution. KnowBe4's Best Practices Award is a very strong indicator to employees, investors, customers, and the public that it is dedicated to delivering the best value to its customers.

Why KnowBe4?

KnowBe4 is a leader in the security awareness industry providing an integrated phishing training and simulation platform to facilitate its clients' need to combat the ever-evolving hacker model. As part of its security awareness training, the company simulates a phishing attack on a client's organization to gain a baseline percentage of employees likely to fall victim to such an attack. Then, KnowBe4 offers automated and, interactive, Web-based training programs using the world's most extensive library of security awareness training content. This includes videos, games, newsletters, interactive modules, and posters that improves employees' Phish-prone™ percentage. On average, KnowBe4's platform can help organizations cut employees' tendency to fall for phishing scams from nearly 16 percent to 1.2 percent over the course of one year.

With its customer-centric solutions, future-facing innovations and strong overall performance, KnowBe4 earns Frost & Sullivan's 2017 Customer Value Leadership Award for its cybersecurity awareness and training platform.

"We Accelerate Growth"

Best Practices Award Analysis for KnowBe4

FROST & SULLIVAN

2017

BEST PRACTICES AWARD

NORTH AMERICAN CYBERSECURITY AWARENESS AND TRAINING PLATFORM CUSTOMER VALUE LEADERSHIP AWARD

What is Customer Value Leadership?

Customer Value Leadership is defined and measured by two macro-level categories: customer impact and business impact. These two sides work together to make customers feel valued, and confident in their products' quality and long shelf life. This dual satisfaction translates into repeat purchases and a high lifetime customer value.

Key Benchmarking Criteria

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated two key factors — Customer Impact and Business Impact — according to the criteria identified below.

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

Business Impact

Criterion 1: Financial Performance
Criterion 2: Customer Acquisition
Criterion 3: Operational Efficiency
*Criterion 4:* Growth Potential
Criterion 5: Human Capital

Significance of the Award

To receive the Frost & Sullivan Customer Value Leadership Award depends upon customers purchasing from your company, and then making the decision to return time and again. Delighting customers is therefore the cornerstone of any successful growth strategy.

To achieve these dual goals (growth and customer delight), an organization must be best-in-class in three key areas: understanding demand, nurturing the brand, differentiating from the competition.

DEMAND

BRAND

Customer Value Leadership

COMPETITIVE POSITIONING

The 360-Degree Research Approach
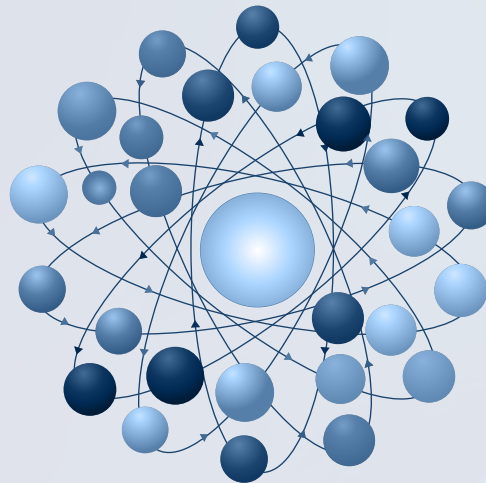
Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based 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.

Questions?

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