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**COMPETITIVE  
STRATEGY LEADER**

*Transforming Innovation Into High-Growth  
Performance and Competitiveness*

*RECOGNIZED FOR BEST PRACTICES IN THE  
EUROPEAN ENDPOINT SECURITY INDUSTRY*

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## Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. ESET excels in many of the criteria in the Endpoint Security space.

RECOGNITION CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

### The Transformation of the Endpoint Security Industry

Across the globe, organizations face increasingly sophisticated cyber threats, ranging from ransomware and phishing attacks to state-sponsored intrusions. Endpoint security solutions are critical in the regional context as they address the unique threat landscapes, regulatory environments, and operational needs of different markets. With a highly interconnected digital economy and widespread adoption of remote and hybrid work models, endpoints have become prime targets for cybercriminals in Europe. Robust endpoint protection is essential to securing these entry points and ensuring business continuity, particularly for small and medium-sized enterprises (SMEs) that may lack dedicated cybersecurity resources.

For European organizations, compliance with strict data protection regulations such as the General Data Protection Regulation (GDPR) adds another layer of urgency to implementing comprehensive endpoint security. Non-compliance can result in significant financial penalties and reputational damage. Additionally, Europe’s diverse business landscape, encompassing multinational corporations and local firms across various sectors, demands flexible and scalable solutions that can adapt to differing operational structures and security policies. Endpoint security providers must also address regional concerns such as data sovereignty, localized support, and multilingual capabilities to effectively serve the European market.

## European Roots and Leadership Role

With over 35 years of experience, ESET prioritizes prevention as the foundation of effective cybersecurity, minimizing breaches, reducing false positives, and enabling businesses to stay focused on growth rather than managing incidents. ESET's endpoint security solutions are built on a unified EPDR (ESET Prevention, Detection, and Response) approach, powered by its multi-layered LiveSense technology. The ESET PROTECT platform enhances this foundation through AI-driven, cloud-based XDR capabilities that provide real-time threat detection and response across a single, centralized interface. It supports hybrid cloud environments under a Zero Trust model, delivering both comprehensive protection and operational efficiency.

ESET's solutions are designed for simplicity, scalability, and innovation. One-click deployment, automated updates, and intuitive management streamline IT operations. The platform is also engineered for cost-effective service delivery and seamless cross-sell opportunities for its MSP and MSSP partners. In addition to ESET PROTECT, the vendor's endpoint security portfolio consists of Mobile Threat Defense, Server Security, Vulnerability & Patch Management, Email Security, Multi-Factor Authentication, Cloud Application Protection and Full Disk Encryption. ESET also offers XDR and MDR services, which complement the endpoint portfolio by enhancing threat detection, investigation, and response capabilities.

ESET is a debt-free company, owned by its original founders who are directly involved with technological advancements, product development, and management. One of the biggest European cybersecurity vendors, 500+ B2B customers and over 1 billion users are protected by its solutions. Specifically with its enterprise customer segment, ESET recorded 23.9% and 27% year-on-year growth in 2024 and 2023 respectively. Among its established customer base in the SMB segment, the company experienced growth of 12.3% and 9.5% in the same periods.

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**- Ozgun Pelit,  
Sr. Industry Analyst**

The company has a policy of reinvesting its profits back into the business. On average, around 10% of its annual revenue is invested in R&D, with 740 R&D employees working to further develop its endpoint security offerings. ESET has 11 R&D centers globally, including one at its headquarters in Slovakia. ESET's close relationships with its clients and the security community played a significant role in the company's exponential growth in the early stages, as well as its sustained growth in recent years.

*“The company’s marketing strategy centers around audience-specific, needs-based content. ESET prioritizes its strategy around the value it brings through its different protection tiers to business customers. While ESET’s products address universal cybersecurity requirements, the company holds particular strength in the Government, Education, Manufacturing, and Healthcare sectors, where specialized support and customization are often essential”*

**- Ozgun Pelit**  
**Sr. Industry Analyst**

### Tailored Strategies for All Customer Segments

ESET’s sales strategy is built on a multi-channel approach that adapts to regional market needs and ensures extensive global coverage. With a presence in over 170 countries, ESET leverages local offices, exclusive partners, value-added distributors, and MSPs to deliver its solutions effectively. The company’s strong commitment to a channel-focused model is evident in the ESET Partner Program, which equips partners with the tools, training, and resources needed to succeed. This strategic focus on partnerships accounts for approximately 90% of ESET’s revenue.

The company’s marketing strategy centers around audience-specific, needs-based content. ESET

prioritizes its strategy around the value it brings through its different protection tiers to business customers. ESET’s customer base spans a broad spectrum of business sizes and industry sectors. Its tiered solutions are customized for small office/home office (SoHo), small businesses, and midsize enterprises, each served with dedicated sales and marketing approaches.

For large enterprises, ESET’s Corporate Solutions division delivers personalized services and solutions tailored to complex needs. While ESET’s products address universal cybersecurity requirements, the company holds particular strength in the government, education, manufacturing, and healthcare sectors, where specialized support and customization are often essential.

## Conclusion

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Customization and regional expertise are essential components of endpoint security solutions to address the specific regulatory, operational, and threat landscape nuances of each market. Tailored approaches and customer-centric strategies ensure organizations receive protection to tackle the challenges of today and the future.

ESET earns Frost & Sullivan’s 2025 European Competitive Strategy Leadership Recognition for its strong overall performance in the endpoint security Industry.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Recognition Analysis

For the Competitive Strategy Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Strategy Innovation

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes best practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### Customer Impact

**Price/Performance Value:** Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	<b>Opportunity Universe</b>	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	<b>Transformational Model</b>	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	<b>Ecosystem</b>	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	<b>Growth Generator</b>	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	<b>Growth Opportunities</b>	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	<b>Frost Radar</b>	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	<b>Best Practices</b>	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	<b>Companies to Action</b>	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

\*Board of Directors, Investors, Customers, Employees, Partners

