

2025 Frost & Sullivan Company of the Year Recognition

The Global Hybrid Cloud Storage Industry
Excellence in Best Practices

Driving Impact Across the Customer Value Chain

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. CTERA excels in many of the criteria in the Hybrid Cloud Storage space.

RECOGNITION CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

The Strategic Imperative 8: Factors Creating Pressure on Growth



- **Innovative Business Models:** A new revenue model that defines how a company creates and capitalizes economic value, typically impacting its value proposition, product offering, operational strategies, and brand positioning
- **Customer Value Chain Compression:** Customer value chain compression as a result of advanced technologies, internet platforms, and other direct-to-consumer models that enables the reduction of friction and the number of steps in customer journeys
- **Transformative Megatrends:** Global forces that define the future world with their far-reaching impact on business, societies, economies, cultures, and personal lives
- **Disruptive Technologies:** New, disruptive technologies that are displacing the old, and significantly altering the way

consumers, industries, or businesses operate

- **Internal Challenges:** The internal organizational behaviors that prevent a company from making required changes
- **Competitive Intensity:** A new wave of competition from start-ups and digital business models that challenge the standing conventions of the past, compelling established industries to re-think their competitive stance
- **Geopolitical Chaos:** Chaos and disorder arising from political discord, natural calamities, pandemics, and social unrest that impact global trade, collaboration, and business security
- **Industry Convergence:** Collaboration between previously disparate industries to deliver on whitespace cross-industry growth opportunities

Data-Centric Businesses Require Unified Data

Businesses are collecting, managing, securing, and analyzing more data than ever before, due to the rise of AI and other data-intensive apps. In a 2024 Frost & Sullivan global survey of IT decision-makers, 85% said “becoming more data centric and AI-enabled” was an important business goal. In the same survey, just over half of businesses stated that AI is the technology that they will invest the most in over the next 12 months.

Despite their desire to use data and data-enabled applications to enhance their operations, most businesses struggle to derive the value they need from their existing data. Traditionally, data has been associated with specific applications and is therefore stuck in its own “silo” that is attached to that specific workload. Each siloed dataset and associated apps may be stored in a variety of locations and infrastructures. Additionally, valuable data and content may appear in many formats – structured and unstructured. This makes it difficult to unify disparate data in a way that AI applications can analyze and learn from it.

“CTERA's platform stands out with a set of patented technological innovations that optimize file storage and transfer in complex, multi-cloud environments. Core among these innovations is CTERA Direct, which enhances file transfer speeds via its ultra-fast, edge-to-cloud patented file transfer protocol, which provides fast movement of data for data-heavy workloads.”

- Karyn Price
Industry Principal, ICT

As businesses seek new ways to store data that unifies it for AI and other technologies, it must be protected from loss and breach, while remaining compliant with evolving regulations. Security and compliance of data solutions is paramount. The average organization experiences 26 successful cyberattacks in a 12-month period, making new ways to effectively manage and protect data critical. At the same time, data handling and privacy regulations are increasing: the EU enacted the European Data Act in 2024, which sets new rules around personal data access and usage, the U.S. adopted the “Protecting Americans’ Data from Foreign Adversaries

Act” and several U.S. states adopted individual laws around individual data privacy rights and business data collection and usage.

Business requires data storage solutions that manage costs, ensure consistent performance, and support corporate sustainability goals. To unify, manage, and secure voluminous enterprise data for use in data-heavy applications like AI, savvy businesses are turning to hybrid cloud storage solutions.

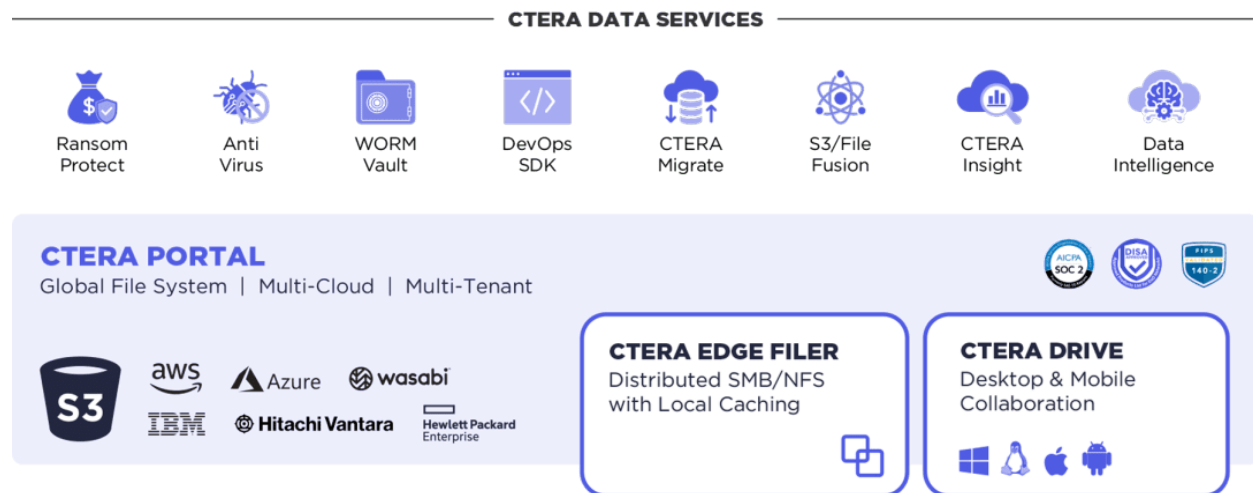
CTERA Hybrid Cloud Data Platform Offers Unmatched Transfer Speeds, Distributed Architecture for Easy Data Access in Distributed Organizations

CTERA’s hybrid cloud data platform offers enterprise files storage that is highly elastic and adept at linking distributed sites that have high latencies between them.

The platform provides a global file system that is engineered to offer unified access across SMB, NFS, and S3 protocols, connecting multiple sites and enabling collaboration under a single namespace. This design simplifies data sharing across geographical boundaries. The architecture demonstrates significant

scalability, supporting in real-world deployments of more than 100,000 endpoint client users concurrently active in a single namespace, along with tens of thousands of branch locations active at the same time using edge filers. Edge filers are software-defined virtual appliances that offer SMB and NFS support for remote physical or cloud-based locations. The platform works hand-in-hand with two CTERA endpoint clients that provide remote users with cached endpoint access and collaboration capabilities.

The CTERA Architecture



Source: CTERA

CTERA's platform stands out with a set of patented technological innovations that optimize file storage and transfer in complex, multi-cloud environments. Core among these innovations is CTERA Direct, which enhances file transfer speeds via its ultra-fast, edge-to-cloud patented file transfer protocol, which provides fast movement of data for data-heavy workloads in media, healthcare, and architecture/engineering/construction (AEC). Paired with proprietary source-based data deduplication and compression technologies, it delivers excellent efficiency in data ingestion and transfer.

"The CTERA platform was also designed to provide active data protection, including capabilities such as AI-based ransomware protection, continuous cloud replication, and instant disaster recovery (DR), as well as unique honeypot decoys that are not currently used by competitors in the space."

- Karyn Price
Industry Principal, ICT

The CTERA platform also excels in managing geographically distributed file systems. CTERA's multi-cloud, multitenant architecture, including features such as CTERA Zones and Cloud Storage Routing allows for segmenting the cloud environment into distinct zones, providing optimal data management, security, and compliance as well as eliminating cloud vendor lock-in. With parallel data chunk transfers over multiple connections, CTERA ensures high-throughput transfers that overcome latency or distance challenges, facilitates seamless global collaboration, and guarantees critical data management. These features adapt to any performance, redundancy, or cost needs in dynamically as business usage requirements change.

CTERA Data Platform Security Offers Robust Security for Highly Regulated Industries

CTERA numbers among its customer base some of the most risk-averse and security-conscious organizations, including the U.S. Air Force, Navy, Department of Justice, and Department of Veterans Affairs, to name only a few examples. Supporting environments of the scale and sensitivity of such clients requires a balance between innovation, stability, and security. As a result, a significant part of CTERA's R&D efforts is dedicated to automated testing and validation at scale. By focusing on both reliability and continuous improvement, CTERA strives to provide solutions that meet the evolving needs of the world's top enterprises while maintaining a solid foundation in security and performance.

The result of CTERA's research and development efforts are a suite of robust security features designed to meet the needs of these highly regulated industries as well as government and military customers. The platform was architected with security at the forefront of its design, and it was intentionally built with an ability to operate entirely as a private platform, if the customer requires it. Additionally, CTERA Vault provides a robust, immutable safeguard through WORM (Write Once, Read Many) functionality. This feature ensures that once data is recorded into the storage system, it remains unalterable, preventing modifications or deletions. The immutability of CTERA Vault is important for mitigating risks associated with data breaches and accidental data loss. It also plays a vital role in enterprise disaster recovery plans and helps businesses maintain an accurate audit trail. The CTERA platform offers AI-based ransomware protection, continuous cloud replication, and instant disaster recovery (DR), as well as unique honeypot decoys that are not currently used by competitors in the space.

CTERA File Data Platform Delivers Strong Price for Performance Value for Customers

CTERA maintains a strong focus on infrastructure optimization and delivery of excellent value for its service. To that end, the company announced the launch of a Total Cost of Ownership Calculator tool in early 2024. The tool enables prospects and customers to quickly and easily calculate the infrastructure cost savings that its infrastructure provides in comparison to using Windows File Server, Azure Files, and NetApp Cloud Volumes. The tool is available on the CTERA website, and users only need to input the total storage their business requires (in terabytes), the total number of users accessing the storage, and the total number of sites being connected to the storage. The tool then provides a total estimated savings over 3 years, and a comparison chart over the three commonly used vendors. For users willing to enter a business email, the tool will send them a more complete report with additional insights. The tool simplifies the due diligence process for customers.

Additionally, the CTERA storage solution is deployed and configured through a centralized dashboard that controls all deployed filers and endpoints, offering a single pane of glass for observability, data management, and control.

CTERA Continues to Accelerate Growth, Maintains Strong Pipeline to Drive New Business

CTERA believes that the hybrid cloud storage market is in its infancy with immense potential. The company has grown 25% YoY for the past 3 years. Most notably, in 2024, CTERA's Asia-Pacific regional business

grew by a massive 82% overall. The company also enjoyed a 60% growth in its government segment and a doubling of its customer base, which generated 7-digit annual recurring revenue.

By leveraging key channel and technology partnerships, as well as by introducing availability of the CTERA File Data Services platform in cloud marketplaces in 2025, the company's pipeline reflects a strong position to both identify numerous opportunities across relevant verticals and win new business across all organizational segments. CTERA reports that it expects to accelerate its growth to 30% in 2025.

Conclusion

In a nascent industry with enormous potential, CTERA has brought to market an excellent hybrid cloud storage solution with strong analytic and security features. While very well-suited to meeting the needs of highly regulated businesses and government entities, the CTERA File Data Services solution meets and exceeds the current storage needs of a wide range of enterprise customers. For its strong overall performance, CTERA is presented with Frost & Sullivan's 2025 Global Company of the Year Recognition in the Hybrid Cloud Storage industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year 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 Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

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.

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

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

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)



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Meet the Team

Best Practices Recognition

The Best Practices team at Frost & Sullivan was established in 2001 and has recognized countless organizations accomplishing forward-looking breakthroughs. Our team works diligently to uncover and identify leaders in many different industries.

Receiving an award is the result of hundreds of hours of work to identify the best of the best: True innovators who are paving the way for tremendous new areas of growth in their industries, society, and beyond. [Congratulations on this recognition!](#)



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