Expel Business Value Assessments

Business cases from Expel prospects/customers

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Expel managed security services

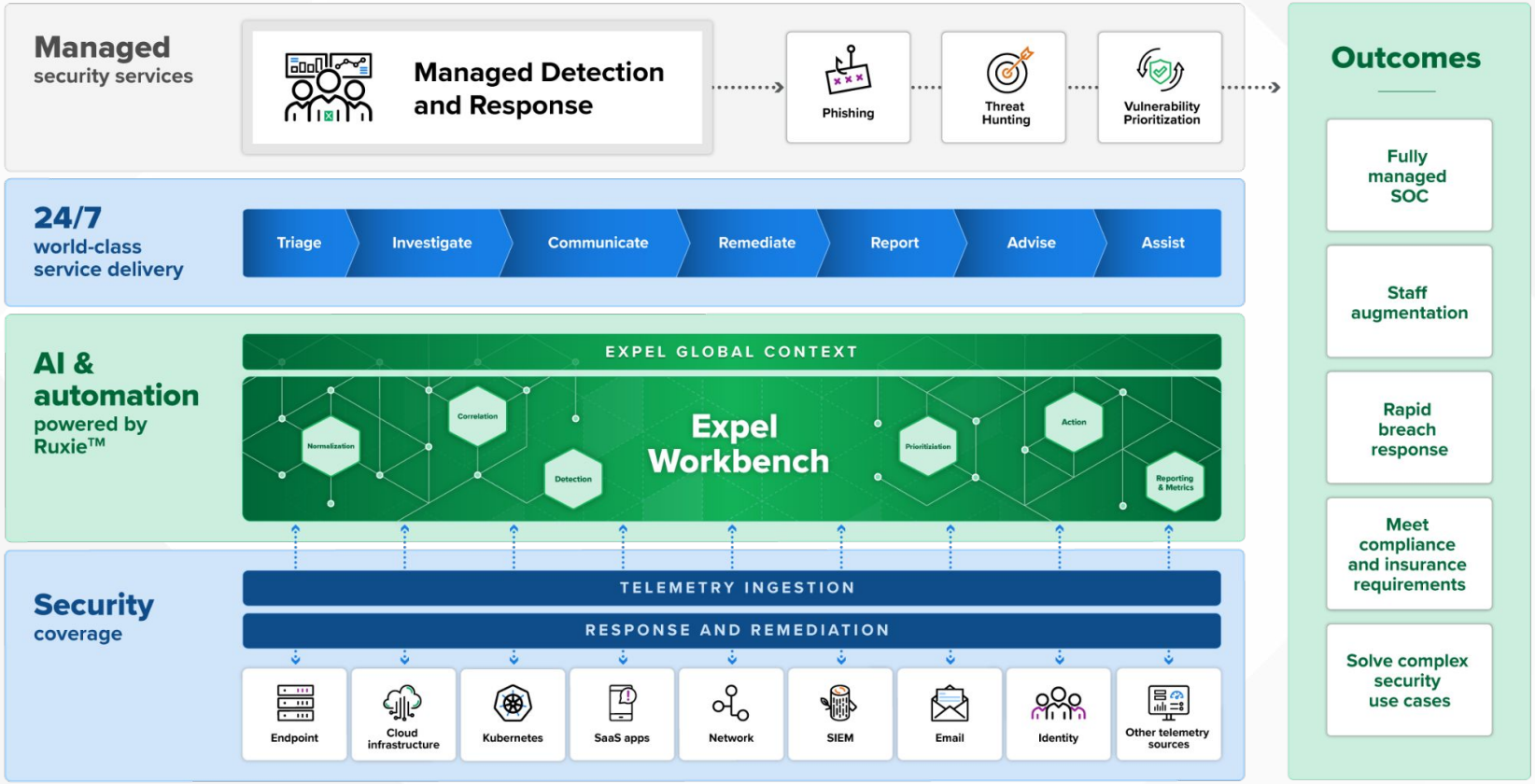

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Table of contents

This document contains an estimation of the typical ROI an organization would receive when working with Expel MDR. These assessments are based on real-life metrics gleaned from the organization in question, as well as public industry data.

Expel Business Value Assessment

Large Healthcare Company

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Company Profile

- **Type of company:** Non-profit, integrated healthcare system
- **Size:** Considered one of the largest systems in the country
  - 30,000 employees
  - 12 hospitals
  - Serving 1+ million members
- **Location:** United States
- **Use Case:** MSSP/MDR replacement due to dissatisfaction with provider

Executive Summary

Business Challenges

Missed incidents
Current provider missed incidents entirely on several occasions, or notified several hours AFTER in-house team contained the threat.

High volume of false positives
MDR provider flooding in-house team with benign alerts, leading to constant re-work and wasted investigation time.

No transparency from current provider
MDR provider operates like a service desk: no visibility into work, delivers 8+ hour turnaround times to questions/tickets, and provides little/no forensic support for alerts.

Expel Value Proposition

Cost Savings & Efficiencies
Working with Expel benefits Company financially and operationally:

- **$4.3M** in cost avoidance savings over 3 years
- **$1.2M** in team productivity benefits unlocked, or the equivalent of 3 FTEs
- **94%** reduction in MTTR, which ultimately reduces risk

Rapid Time to Value
Get 24x7 coverage for both your current and future environment in days, not weeks

Unrivaled Transparency & Customization
See everything our SOC is doing in real-time, and tailor our MDR service to your needs

Global risk survey highlights cyber threats as top risk organizations face today and through 2026[1]

Healthcare industry not immune to threat of cyber attacks

HCA Healthcare, 2023	**Threat actors exfiltrated PII for over 11 million patents** following a third-party storage breach. Multiple class-action lawsuits followed alleging HCA did not properly safeguard information.
Regal Medical Group, 2023	Southern California-based **medical group struck with a ransomware** attack that exfiltrated PII for 3.3 million patients.
Community Health Systems, 2023	**Second time in less than 10 years that Community Health attacked**, where a ransomware group exfiltrated PII for over 1 million patients.

IMPACT

249
Ransomware attacks in US Healthcare in 2023[2]

53%
Increase in healthcare data breach costs since 2020[3]

USD $10+
Million in total data breach costs for Healthcare industry[3]

1: Aon Global Risk Management Survey, 2023, https://www.aon.com/en/insights/reports/global-risk-management-survey
2: FBI IC3 report, 2023, https://www.ic3.gov/
3: IBM Cost of a Data Breach Report 2023, https://www.ibm.com/reports/data-breach

Current MDR is producing unsatisfactory security outcomes and leaving Company open to risk

Why make a change?

Current MDR provider costs $650K per year with little to show for it:

- 8+ hours to triage alerts, with little to no forensics to support Company's response capability.
- Missing critical incidents which introduces outsized risk to the business.
- Draining team productivity instead of creating space to work on strategic initiatives.

Current provider missed a critical incident

- Several employee accounts involved in credential harvesting incident, including one with Director-level access in surgical services.
- Left undetected this attack could have led to:
  - Ransomware / downtime which would directly impact patient outcomes
  - Patient / employee data theft
  - HIPAA violations / HIPAA audits
  - Cyber insurance claims & premium increases
  - Negative impacts to reputation

Assessment Results

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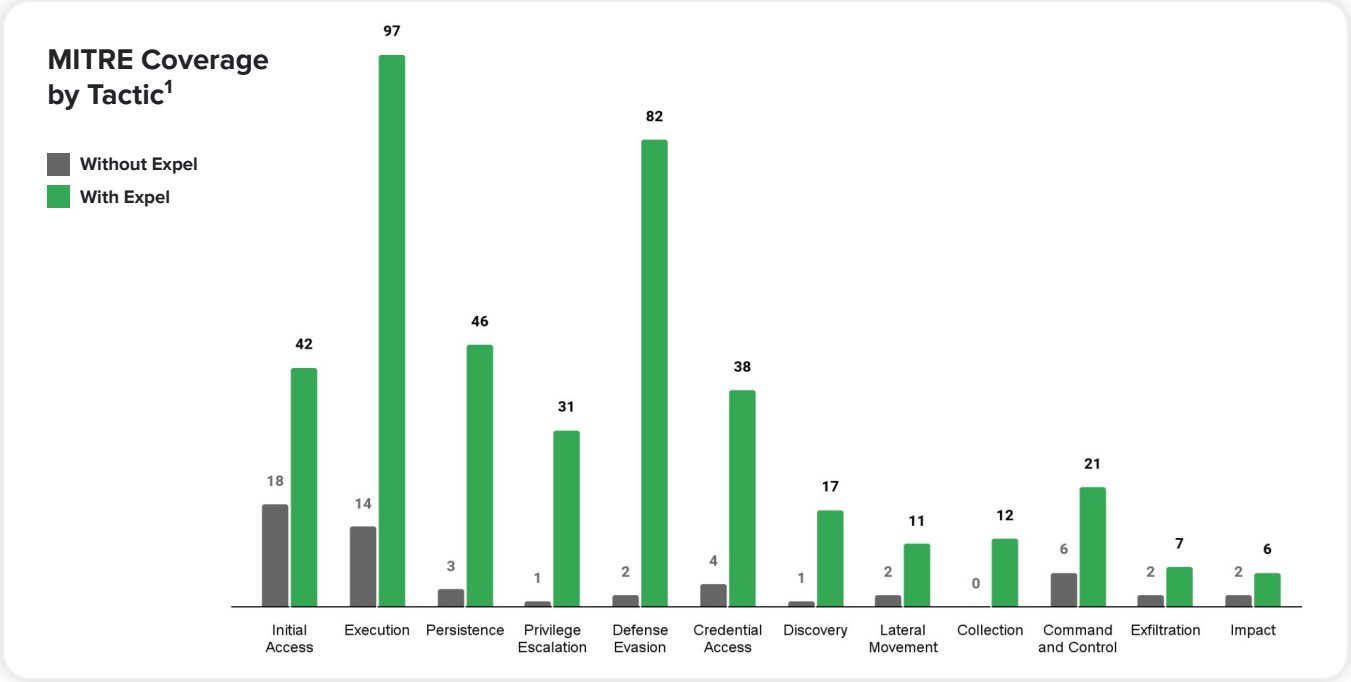
Business Value of Expel MDR

Goal	Strategies & Tactics	Metrics	Solution Capabilities	Positive Business Outcomes
Reduce Costs	▪ Avoid headcount growth ▪ Improve security posture to save on cyber insurance premiums ▪ Optimize how SIEM is utilized, saving money in the process	▪ SOC Headcount ▪ Cyber premiums ▪ Log ingestion Costs	▪ Expel provides a 24x7 SOC that is an extension of your team ▪ Expel covers all attack surfaces without requiring you to expand your SIEM spend	▪ Cost Avoidance of Hiring a SOC ▪ Reduction in Cyber Insurance Premiums ▪ Optimize SIEM Usage and Spend
Improve Efficiency	▪ Free up team's time spent on false positives and avoid analyst burnout ▪ Access an advanced L1/L2/L3 SOC that works with your technology Measure and improve your security program with data	▪ Time spent on alerts / per alert ▪ Time spent on phishing / per phish ▪ Time to onboard acquired company	▪ Expel triages, investigates, and delivers high-quality forensic response with clear remediation guidance ▪ See our work as we investigate to provide answers to what the threat is, where it came from, where is it now, and what is its extent ▪ Get metrics and reporting to gain insight into your security operations	▪ Time Savings on Alert Management ▪ Time Savings on Phishing ▪ Time Savings on Detection Engineering ▪ Speed Up M&A Integration Securely
Mitigate Risk	▪ Respond to all potential threats with speed and precision ▪ Monitor all attack surfaces: Cloud, Identity, Endpoints, Network, and SaaS Apps ▪ Harden your environment against threats on an ongoing basis	▪ MTTD ▪ MTTR ▪ MITRE ATT&CK coverage	▪ Expel's automated remediations will take action on your behalf when and where you need them to ▪ Root cause analysis and resilience recommendations help you continuously improve your security posture	▪ Cost Avoidance of Incident Response ▪ Rapid Detection and Response Across Attack Surfaces ▪ Continuous Security Posture Improvement
Increase Revenue	▪ Enable secure digital transformation as company evolves its tech footprint ▪ Focus on the programs and initiatives that matter to your company, instead of chasing down alerts	▪ Revenue Growth ▪ Security team eNPS	▪ Let Expel create space for you to do the work that matters ▪ Have confidence that you can grow securely with Expel's 100+ integrations	▪ Improved Security Team Morale ▪ Company Revenue Growth ▪ Secure Digital Transformation

Uplevel MITRE ATT&CK coverage across tech stack in days



Rapid Time to Value

7 days

Time to value reported by 42% of Expel customers[2]

30 days

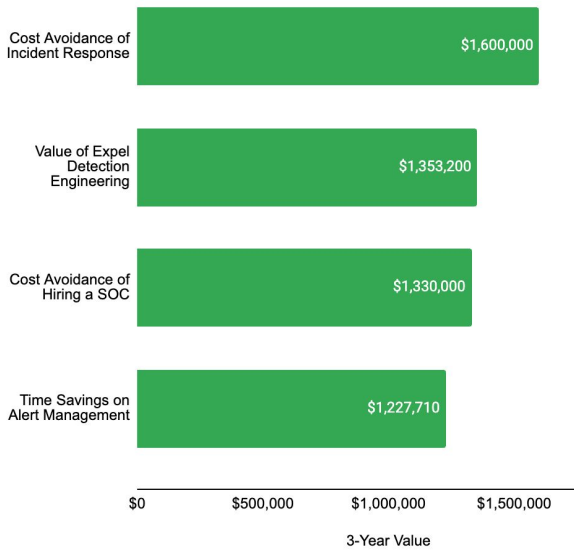
Time to value reported by 71% of Expel customers[2]

Tech Stack Covered: exabeam, Cisco ASA Firewall, Cisco Umbrella, Cisco Duo, Microsoft Defender, Microsoft 365, Azure

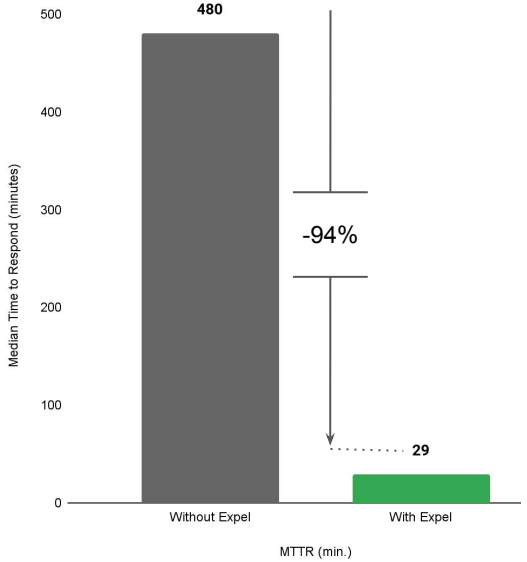
1: Count of unique detections in Expel Workbench mapped to Company's technology, which includes both Expel written detections and out of the box vendor written detections.
2: Time to value based on direct customer feedback via UserEvidence surveys, https://app.userevidence.com/assets/1847VNQJ, https://app.userevidence.com/assets/3721HLMD

Unlock tangible operational and economic benefits

3-Year Economic Benefits



Median Time to Respond (MTTR)



BUSINESS VALUE

$5.51M
3-year total financial benefit of partnering with Expel

7 Months
Payback period to get a return on investment

94% reduction
in MTTR, leading to shorter incident dwell times and risk reduction

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Expel Business Value Assessment

Mid-size Software Company

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Company Profile

- **Type of company:** Gaming/Entertainment Software
- **Size:** Mid-size
  - 2,500 employees
- **Location:** United States, EMEA, Asia
- **Use Case:** Looking to bring on an MDR for the first time

Executive Summary

Business Challenges

High volume of alerts
Security team is flooded with alerts and they don't have the resources or bandwidth to respond to all alerts.

Insufficient resources to handle growth
They've grown so much it's hard to keep up, their tech footprint continually expands with company growth. There aren’t enough team members to handle the workload and they’re getting burnt out.

Expel Value Proposition

Cost Savings & Efficiencies
Working with Expel benefits Company financially and operationally:

- **$1.3M** in cost avoidance savings over 3 years

Rapid Time to Value

- Get 24x7 coverage for both your current and future environment in days, not weeks
- Benefit from comprehensive coverage across attack surfaces and multi-cloud environments

Reduction in alert noise
See everything our SOC is doing in real-time, and tailor our MDR service to your needs

Speed of Response Matters

16 days
average dwell time[1]

84 minutes
average eCrime breakout time[2]
(initial access to lateral movement)

43 minutes
median ransomware encryption time[3]
(per 53 GB of files)

20 minutes
Expel's MTTR
(from alert to remediation)

1: Mandiant M-Trends Report, 2023: https://www.mandiant.com/resources/reports/get-your-copy-m-trends-2023-today
2: Crowdstrike Global Threat Report, 2023: https://www.crowdstrike.com/global-threat-report/
3: Splunk Research, 2022: https://www.splunk.com/en_us/blog/security/gone-in-52-seconds-and-42-minutes-a-comparative-analysis-of-ransomware-encryption-speed.html

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Assessment Results

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Project Economics

Total Benefits	3-Year Simple ROI	Internal Rate of Return (IRR)	Payback Period	Net Present Value	Cost of Capital
$1.35M	**51%**	**49%**	**Month 9**	**$360.9K**	**12%**

BENEFITS	YEAR 1	YEAR 2	YEAR 3	TOTAL
Cost Savings on SIEM	$110,000	$127,700	$146,639	$384,339
Cost Avoidance of Hiring	$78,750	$105,000	$110,250	$294,000
Cost Avoidance of Incident Response	$80,000	$80,000	$80,000	$240,000
Potential Cyber Insurance Savings	$70,000	$73,500	$77,175	$220,675
Productivity Improvement	$67,600	$70,980	$74,529	$213,109
TOTAL BENEFITS	**$406,350**	**$457,180**	**$488,593**	**$1,352,123**

COSTS	YEAR 1	YEAR 2	YEAR 3	TOTAL
Expel MDR - Annual Subscription	$XX	$XX	$XX	$XX
Implementation Fee	$0	$0	$0	$0
Training / Certification Fee	$0	$0	$0	$0
Support Fee	$0	$0	$0	$0
Account Management Fee	$0	$0	$0	$0
TOTAL COSTS	**$284,000**	**$298,200**	**$313,110**	**$895,310**

NET BENEFIT	**$122,350**	**$158,980**	**$175,483**	**$456,813**

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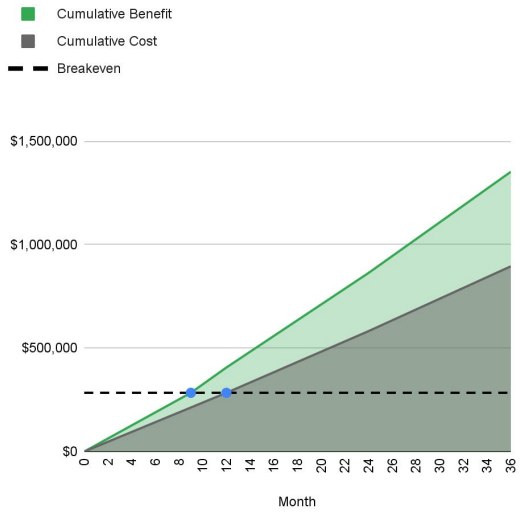
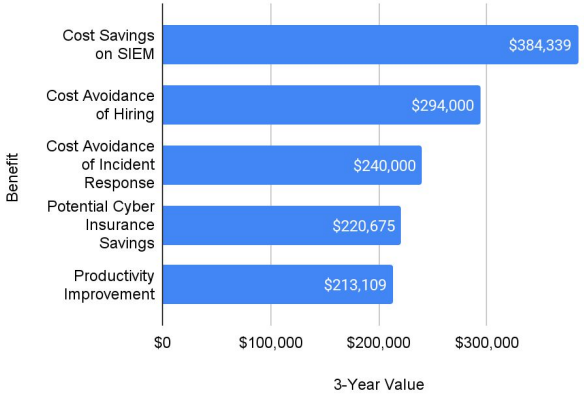
Unlock tangible operational and economic benefits

3-Year Economic Benefits



3-Year Benefit Value



BUSINESS VALUE

$1.35M

3-year total financial benefit of partnering with Expel

9 Months

Payback period to get a return on investment

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Benefit Calculation: Cost Savings on SIEM

Assumptions	
SIEM ACV	$100,000
Annual Uplift	7%
Cost Reduction with Expel	100%
Pro Serv Annual Costs	$10,000

Benefit Calculation	
Year 1 Cost	SIEM ACV + Pro Serv costs
Year 2 Cost	Year 1 SIEM ACV * (1 + Annual Uplift) + Pro Serv costs
Year 3 Cost	Fully Loaded Cost of FTEs (FTEs * Fully Loaded Cost) * (1 + Year 3 Salary Increase)

Basis for Assumptions

SIEM ACV is an estimate based on Microsoft Sentinel's publicly available pricing. We assume Scopely would require 100GB of ingest per day, which would be ~$125K. With discounts, expecting ~$100K	**Pro Serv Annual Costs** is an estimate of how much customer may spend on various professional services engagements to care for a SIEM
Annual Uplift is an estimate of based on standard SaaS pricing arrangements	**Cost Reduction with Expel** is based on conversation with Scopely team about potential option to remove need for SIEM entirely if they have Expel

Benefit Calculation: Cost Avoidance of Hiring

Assumptions	
Number of FTEs Needed	3
Time to Hire (Months)	3
Fully Loaded Cost (Salary, Payroll, Benefits, etc.)	$35,000
Cost of Recruitment (time/effort across company to hire, recruitment fees, etc.)	5%
Year 3 Salary Increase (raise, promotion, etc)	5%

Benefit Calculation	
Current State Cost	Recruitment Cost (FTEs * Fully Loaded Cost * Cost of Recruitment) + Prorated Fully Loaded Cost ((FTEs * Fully Loaded Annual Cost) * (12 - Time to Hire)/12)
Year 2 Cost	Year 2 Cost = Fully Loaded Cost of FTEs (FTEs * Fully Loaded Cost)
Year 3 Cost	Fully Loaded Cost of FTEs (FTEs * Fully Loaded Cost) * (1 + Year 3 Salary Increase)

Basis for Assumptions

Number of FTEs Needed is based on feedback from Scopely team on hiring plan without an MDR	**Cost of Recruitment** is a conservative assumption on the time and potential fees of hiring a team would be
Time to Hire is based on talent market assumption and Expel's experience building SOC teams	**Year 3 Salary Increase** is a conservative assumption on the potential cost of living, merit, and/or promotion costs that come with retaining talent
Fully Loaded Cost is a conservative assumption of what a SOC analyst would cost in Barcelona, Source: Glassdoor	**Cost Reduction with Expel** is based on feedback from Scopely team that they can avoid staffing a 24X7 SOC with the purchase of Expel MDR

Benefit Calculation: Increased Productivity

Assumptions	
Hours Spent on Alerts (Weekly)	15
Hourly Rate of Personnel	$100
Weeks in a Year	52
Time Spent on Alerts With Expel	87%

Benefit Calculation	
Year 1 Cost	Hours Spent on Alerts Weekly * Weeks in a Year * Hourly Rate of Personnel
Future State Cost	Hours Spent on Alerts Weekly * (1 - Time Reduction with Expel)) * Weeks in a Year * Hourly Rate of Personnel
Annual Benefit	Current State Cost - Future State Cost

Basis for Assumptions

SIEM ACV is an estimate based on Microsoft Sentinel's publicly available pricing. We assume Scopely would require 100GB of ingest per day, which would be ~$125K. With discounts, expecting ~$100K

Hourly Rate of Personnel is an assumption based on the title and seniority of the Scopely team handling alerts today

Time Reduction with Expel (%) is a conservative assumption on the time savings Expel gives its customers, Example 1, Example 2

Benefit Calculation: Potential Insurance Savings

Assumptions	
Premium Reduction	$70,000

Basis for Assumptions

Premium Reduction is a conservative assumption on the insurance savings Expel gives its customers, Meet Group Case Study. One anonymous customer saved over $250K per year.

Benefit Calculation: Cost Avoidance of IR

Assumptions	
Billable Hours	600
Hourly Rate	$400
Total Retainer	$240,000

Benefit Calculation	
Avoidance of IR	(Billable Hours * Hourly Rate) / 3 This calculation assumes that an IR retainer would be amortized over 3 years

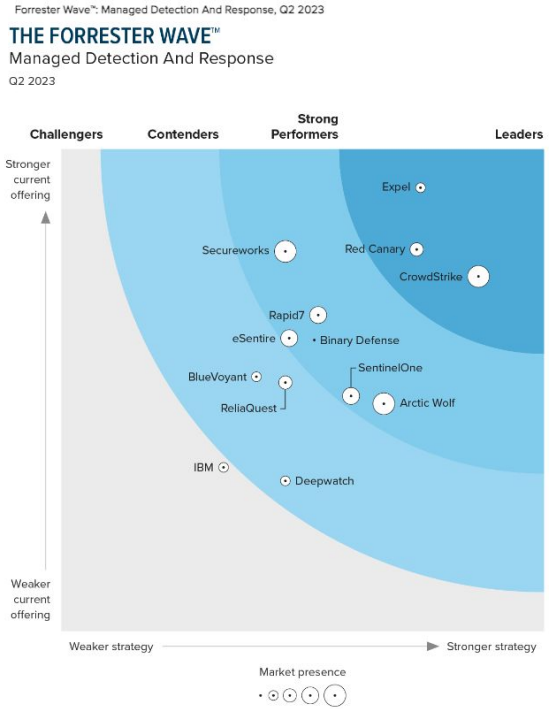
Basis for Assumptions

Billable Hours is based on the average time to contain a breach as found in IBM's latest Cost of a Data Breach report. The average MTTC is 73 days. At 8 hours of work per day, that comes out to 584 hours.

Hourly Rate is an assumption based on market rates for Incident Response. Example, Comodo IR: https://www.comodo.com/incident-response/

Other MDRs unlikely to yield similar benefits

Analyst Validation



VENDOR	Expel	Other
CURRENT OFFERING	**4.6**	**2.36**
Time To Value	5	3
Threat Hunting	5	3
Threat Intelligence	3	3
Case Management	5	3
Analyst Experience (AX)	5	1
Analytics	5	3
Extended Detection and Response (XDR)	5	3
Managed Detection	5	3
Managed Investigations	3	3
Managed Response	5	1
Dashboards & Reporting	3	3
Metrics	5	3
Scripting Engine	5	1
Product Security	5	1
Platform Capabilities	5	1
Product vision	5	3
Market approach	5	3
Adoption	5	5
Planned enhancements	5	3

Customer Validation

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4.5 ★★★★½ 58 reviews

Expel User Ratings

Ease of Use
Managed Detection and Response (MDR)
Average: 9.0

Quality of Support
Managed Detection and Response (MDR)
Average: 8.9

Ease of Setup
Managed Detection and Response (MDR)
Average: 8.9

Gartner Peer Insights™

Expel Ratings Overview

4.8 ★★★★★ 60 Ratings (All Time)

Customer Experience

Evaluation & Contracting	4.8
Planning & Transition	4.8
Delivery & Execution	4.8
Service Capabilities	4.8

Source: Forrester Wave for MDR, Q2 2023

Source: Expel G2 page; Expel Gartner Peer Insights page

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Why Expel?

Fast time to value

84% of customers agree onboarding is seamless

World-class detection and threat intelligence

88% agree that Expel has a breadth and depth to their detections

Unrivaled transparency and customization

94% agree Expel enriches alerts with meaningful and high ROI context

Industry-leading protection across all metrics

85% of customers agree that Expel offers industry-leading protection, across every metric

Proactive risk, resilience and posture improvements

95% of agree that Expel has improved their security posture

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Next Steps

Find out how your organization could benefit from Expel MDR — request an assessment today.

Get your assessment →

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Thank you.

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