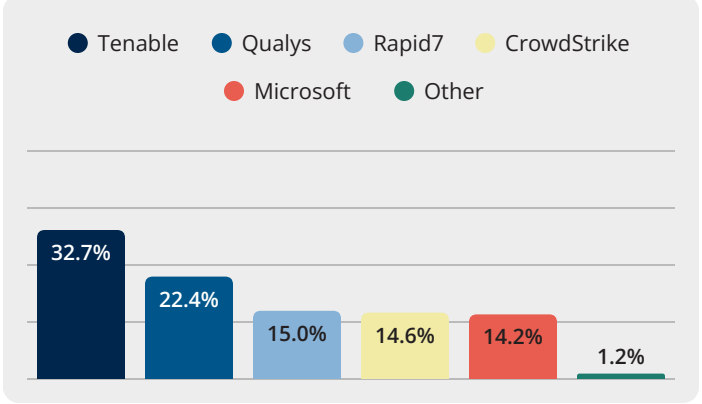
2027 BRAND LEADERS
RELEASED NOVEMBER 2026

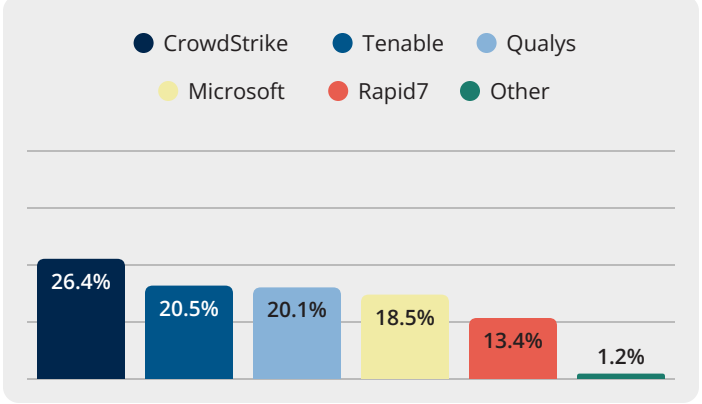
AI Brand Leader Report

Exposure Management Platforms

tenable



CROWDSTRIKE



What the vote says

Leadership split. Tenable was voted Market Leader (32.7%) while CrowdStrike was voted Innovation Leader (26.4%), one of three categories in this survey where votes for innovation leadership went to a different vendor than the market leader.

Market Leader. Tenable led by more than ten points, while Rapid7, CrowdStrike and Microsoft finished within a point of each other. Tenable's lead reflects its vulnerability management heritage and its early move to unify assets, vulnerabilities, identities and cloud exposures in Tenable One.

Innovation Leader. CrowdStrike won innovation by nearly six points after placing fourth on market. Voters appear to credit its approach of building exposure management into Falcon, using the same agent and threat intelligence to prioritize the exposures adversaries are most likely to exploit.

AI Brand Leader Program

Brand Leader awards are voted by thousands of IT professionals, not algorithms or judging panels, giving winners credible third-party validation. Readers never pay, and vendors never touch the vote. **All 10 categories:** itbrandpulse.com/brand-leader-program

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