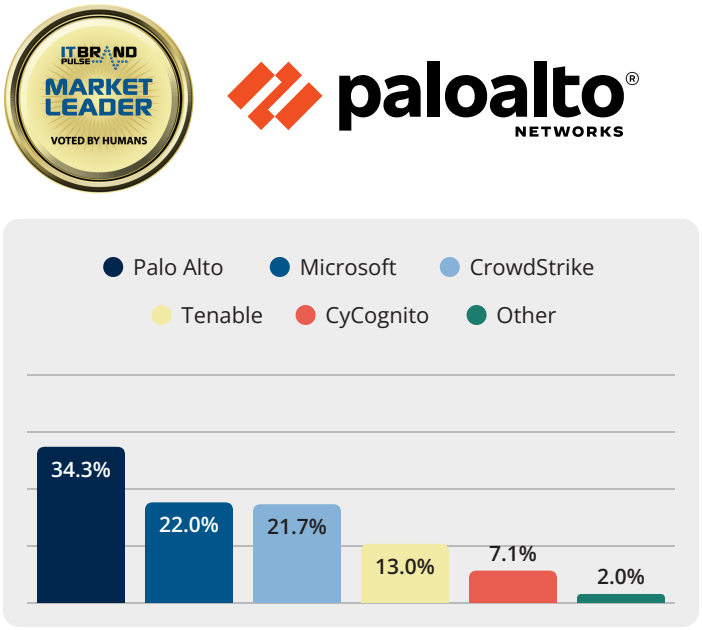
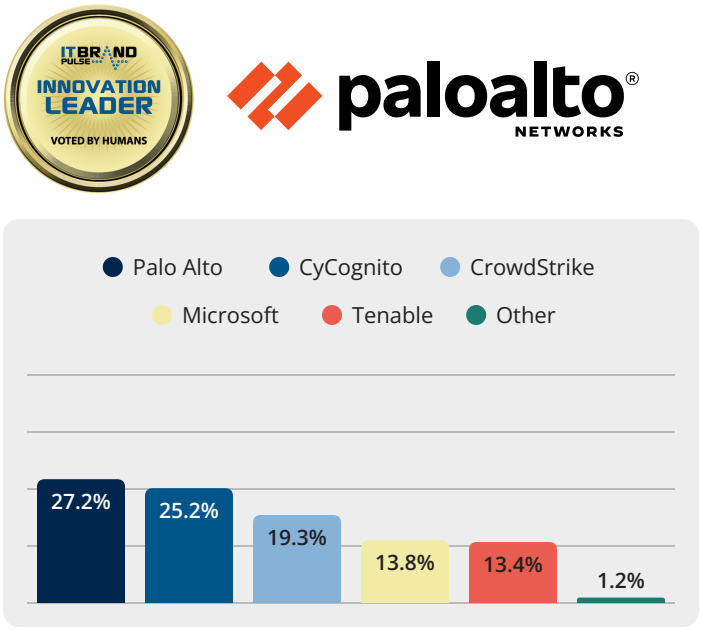
2027 BRAND LEADERS
RELEASED NOVEMBER 2026

AI Brand Leader Report

External Attack Surface Management Platforms (EASM)





What the vote says

Palo Alto Networks was voted both Market Leader (34.3%) and Innovation Leader (27.2%), with Microsoft second in market voting and CyCognito second in innovation voting. The same vendor leading both pillars signals alignment between brand trust and perceived technical advancement.

Market Leader. Palo Alto Networks led by more than 12 points, while Microsoft and CrowdStrike finished in a virtual tie for second. Cortex Xpanse helped define EASM, and voters appear to reward that early, recognized product now folded into a Cortex platform that connects internet-facing discovery to detection and response.

Innovation Leader. Palo Alto Networks also won innovation, but CyCognito finished about two points behind, far ahead of its fifth-place market result. Voters recognize continued investment in automated discovery and remediation, and specialists that test the attack surface the way an adversary would.

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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