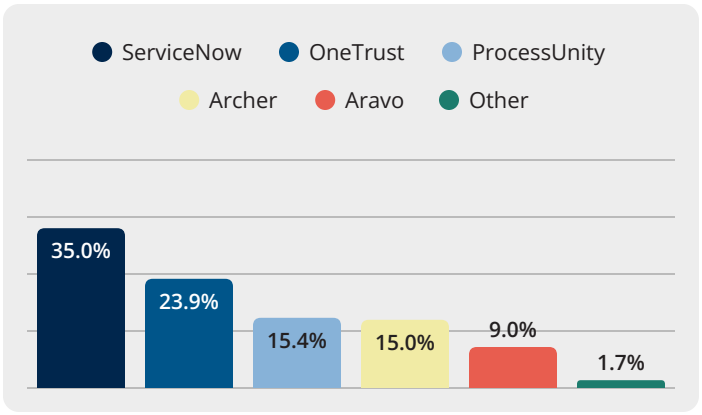
2027 BRAND LEADERS
RELEASED NOVEMBER 2026

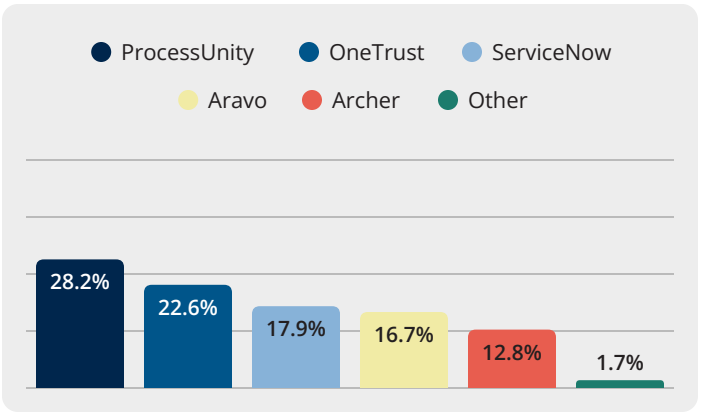
AI Brand Leader Report

Third-Party Risk Management Platforms (TPRM)

servicenow



ProcessUnity



What the vote says

Leadership split. ServiceNow was voted Market Leader (35.0%) while ProcessUnity was voted Innovation Leader (28.2%), one of three categories in this survey where votes for innovation leadership went to a different vendor than the market leader.

Market Leader. ServiceNow finished more than 11 points ahead of OneTrust. Its lead reflects the advantage of running third-party risk on the platform many enterprises already use for IT, security operations and integrated risk management, giving risk, procurement and security teams a shared system of record.

Innovation Leader. IT professionals shifted their innovation vote to ProcessUnity, with ServiceNow third. Voters appear to value its focus on TPRM as a dedicated discipline, with automated assessments, continuous monitoring and AI-assisted review of vendor evidence that shortens the path to a risk decision.

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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