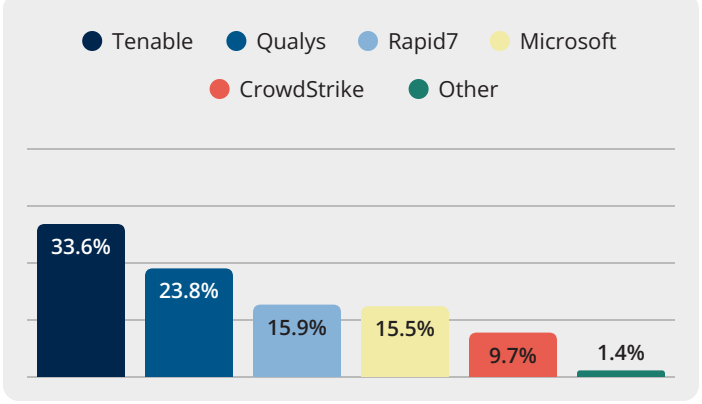
2027 BRAND LEADERS
RELEASED NOVEMBER 2026

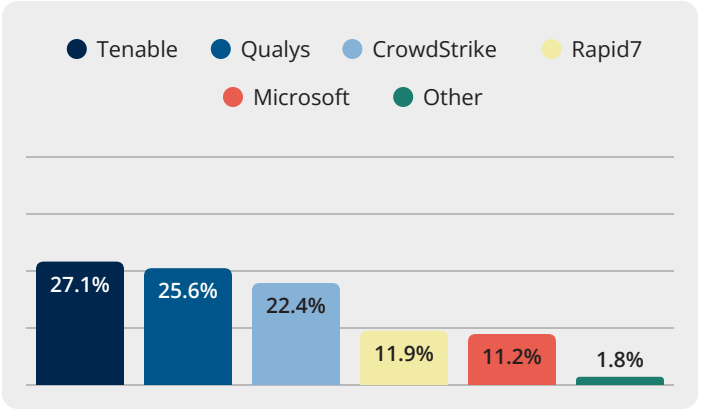
# AI Brand Leader Report

## Vulnerability Management Platforms

tenable




tenable




## What the vote says

Tenable was voted both Market Leader (33.6%) and Innovation Leader (27.1%), with Qualys second in both market and innovation voting. The same vendor leading both pillars signals alignment between brand trust and perceived technical advancement.

**Market Leader.** Tenable won by nearly ten points over Qualys in a mature market where established scanners remain the default. Its lead reflects more than two decades of brand recognition built on Nessus and the continued strength of Tenable Vulnerability Management in enterprise environments.

**Innovation Leader.** Tenable also won innovation, with Qualys about 1.5 points behind and CrowdStrike third, well ahead of its fifth-place market result. Voters credit risk-based prioritization that uses threat context and AI, showing that innovation here now centers on prioritization rather than discovery.

## 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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