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**TECHNOLOGY
INNOVATION
LEADER**

*Enhancing Customer Impact Through
Powerful Technology Integration*

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL SAAS SECURITY POSTURE
MANAGEMENT INDUSTRY*

F R O S T & S U L L I V A N

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. AppOmni excels in many of the criteria in the SaaS security posture management (SSPM) space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Technology Leverage</i>
Financial Performance	Commitment to Innovation
Customer Acquisition	Commitment to Creativity
Operational Efficiency	Stage Gate Efficiency
Growth Potential	Commercialization
Human Capital	Application Diversity

The Transformation of the SSPM Industry

Many organizations lack visibility into the actual number of SaaS applications in their environment. Rapid SaaS adoption has led to sprawling, with hundreds or even thousands of applications—often unmanaged (shadow IT) and operate outside organizations’ established security frameworks. This sprawl leaves security teams struggling with visibility and control as the attack surface expands. SaaS-related security incidents continue to rise even when controls are in place, largely because many organizations rely on periodic audits and native SaaS controls. But given the interconnected nature of modern SaaS ecosystems, periodic audits and traditional perimeter-based security tools are no longer sufficient to detect or protect against SaaS security risks. As a result, organizations are seeking SSPM solutions that go beyond misconfiguration management to secure their SaaS environments. SSPM solutions address SaaS sprawl and limited visibility by continuously discovering and monitoring all SaaS applications, including sanctioned, shadow IT, and shadow AI. They detect misconfigurations, excessive permissions, data exposure, and unauthorized access, while enabling centralized control, automated policy enforcement, risk prioritization, and remediation beyond traditional periodic audits.

Commitment to Innovation and Creativity

California-based AppOmni delivers a broad SaaS security ecosystem. Known for its pure-play SaaS security capabilities, the company secures SaaS environments across all stages of security operations—Identify, Protect, Detect, and Respond.

- **Identify:** AppOmni maps the SaaS attack surface with granular inventories that capture shadow and third-party apps invisible to traditional tools.
- **Protect:** It applies in-depth posture checks covering configurations, data exposure, identities, permissions, and compliance. This reduces noisy false positives by addressing risk categories at the root.
- **Detect:** Using custom rules, risk thresholds, identity and behavioral analytics, and event correlation, AppOmni delivers transparent detection logic. Normalized SaaS logs integrate seamlessly with security information and event management (SIEM) and security orchestration, automation, and response (SOAR) tools.
- **Respond:** Automated workflows integrate with ticketing systems and identity access management (IAM) solutions to enable real-time incident handling such as stepped-up authentication or quarantining suspicious identities via the Shared Signals Framework.

Unlike SSPM vendors that have yet to offer this end-to-end SaaS security approach, AppOmni combines posture checks with all stages of security operations (SecOps) coverage, setting it apart in the market. Recognizing evolving enterprise SaaS environments, the AppOmni Developer Platform enables customers to extend SaaS security beyond out-of-the-box supported applications such as Microsoft 365, Google Workspace, Salesforce, and Slack, which include native APIs and predefined security posture checks without additional customization, configuration, or development effort. By facilitating the rapid creation of posture checks, detection rules, and remediation workflows for additional environments, it empowers customers and partners to quickly integrate new or custom SaaS applications. This extensible architecture supports innovation, customer-driven customization, and agile adaptation to business needs without waiting for product updates—positioning AppOmni apart as a future-proof SaaS security provider.

Beyond core SSPM capabilities, the company offers advanced threat intelligence integrations, customized dashboards, and powerful reporting tools. Its seamless interoperability with leading SIEM, SOAR, endpoint detection and response (EDR), and extended detection and response (XDR) technologies helps security teams leverage SSPM insights within unified SecOps workflows. This capability is especially valuable since many SSPM offerings lack such interoperability, limiting contextual insights and real-time incident handling.

AppOmni exemplifies its unwavering commitment to innovation and continuous improvement by proactively enhancing its zero-trust posture management (ZTPM); finetuning its AI-powered SSPM assistant for faster issue identification, resolution, and contextual risk assessments; and expanding identity threat detection and response (ITDR) capabilities.

Moving forward, AppOmni is aligning innovation with megatrends and customer needs, particularly around AI security. It plans to extend SaaS discovery beyond application detection to cover the entire interconnected SaaS estate, including agents. New capabilities such as AI inventory, Agent Blast Radius, AI risk intelligence, and AI threat detection and response (AITDR) will help enterprises tackle AI security challenges as adoption accelerates. The platform will continue to integrate seamlessly with enterprise workflows and AI-native offerings like agents and model context protocol (MCP) servers.

AppOmni also invests heavily in SaaS threat research through its dedicated AppOmni Labs team. They have uncovered critical vulnerabilities and extensive data exposures in major platforms such as Salesforce, ServiceNow, and Oracle NetSuite—improving security practices across the ecosystem. Its open-source SaaS Event Maturity Matrix provides practitioners with a benchmark for logging and monitoring capabilities, driving stronger operational security. By proactively identifying risks and publishing insights, AppOmni elevates industry-wide SaaS security standards.

Through bold innovation, deep technology, and customer-centric execution, AppOmni consistently delivers cutting-edge SSPM solutions. Its proactive enhancements addressing customers' pain points have positioned the California-based company as a technology innovation leader in the SSPM market.

Stage-Gate Efficiency

AppOmni showcases leadership focus and stage-gate efficiency through a strategic blend of education, partnerships, and scalable architecture that accelerates product development and deployment. Its

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- Ying Ting Neoh
Industry Analyst

comprehensive educational initiatives drive adoption and customer success across the product lifecycle. The company hosts tailored training sessions, webinars, and leadership forums that equip roles ranging from security professionals to executives with best practices in policy configuration, incident response, and compliance monitoring.

Customers also gain 24/7 access to an extensive on-demand library of webinars, whitepapers, and guides. These resources help them adapt swiftly to evolving SaaS security challenges, reduce errors, and speed time-to-benefit, ensuring smoother stage-gate transitions. AppOmni's partner ecosystem further reinforces efficiency. Collaborations with consulting firms like

Accenture, PwC, and KPMG, along with technology and reseller partners, enable localized, tailored implementations that shorten deployment timelines and reduce risks. CRN has consecutively recognized AppOmni, validating the maturity and customer-centricity of its partner network.

The platform's scalability also reinforces its stage-gate strength. AppOmni supports some of the world's largest SaaS estates, including 25% of Fortune 100 companies, monitoring hundreds of SaaS applications—up to 417 in some cases per customer—while analyzing billions of daily SaaS events. This flexible architecture enables enterprises to deploy, scale, and optimize their SaaS security posture seamlessly, ensuring continuity through setup, expansion, and ongoing optimization.

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to stringent federal security and compliance standards. This milestone signals its ability to secure sensitive workloads, strengthens its credibility with government and regulated enterprises, and expands its public sector market opportunities. In January 2025, AppOmni also delivered a complete set of automated checks and monitoring to support Secure Cloud Business Applications (SCuBA) BOD 25-01.

By combining strategic education, extensive partnerships, scalable technology, and collaborative efforts in implementing best practices, AppOmni positions itself as the standout choice for organizations seeking reliable and agile security platform. Frost & Sullivan applauds the company for ensuring stage-gate efficiency in ways that benefit its customers and channel partners.

Commercialization Success and Customer Acquisition

AppOmni has continuously revamped its pricing and packaging to support broader SSPM adoption through flexible, customer-centric models. Traditionally offering volume discounts based on internal user counts, the company is now introducing simplified, consumption-based pricing in 2025. To create a more efficient procurement process, it will base updated pricing on the number of employees (regardless of the application count) and adopt a good-better-best structure reflected in its new Foundations, Advanced, and Enterprise packages. These tiered product packages address different business and security needs,

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making AppOmni’s expertise accessible to price-sensitive commercial and mid-market organizations. The company curated them to meet customers at every stage of their SaaS security maturity journey. It also complements the offering with a SaaS and AI attack surface assessment and a 90-day trial of the AppOmni Foundations package. These additions allow security teams to gain insights into their SaaS environment, especially within their AI applications, and better understand their need for SSPM before purchasing.

AppOmni became the first company to offer a standalone SSPM solution in the Google Cloud Marketplace in 2022 and continues to maintain great partnerships with Google Workspace. Toward the end

of 2024, it partnered with Cisco to integrate its ZTPM solution with Cisco’s Security Service Edge (SSE) technology suite. This integration delivers end-to-end security visibility and monitoring, enhancing SSPM for complex SaaS environments. By being listed on the Cisco Global Price List and accessible to Cisco sellers and partners, AppOmni further streamlines distribution and customer adoption. These actions demonstrate its ability to move quickly and decisively through development, partnership, and market introduction phases, which define efficiency. Its strategic technology and go-to-market partnership with Cisco exemplify its forward-thinking approach in accelerating the implementation of its offerings.

AppOmni commits to supporting customers at every stage of their security journey and offers a robust support framework. The company provides around-the-clock technical support to ensure customers receive immediate help with platform issues, reduce downtime, and accelerate problem resolution at critical project phases. It also delivers premium support packages and dedicated customer success teams

to facilitate seamless onboarding, personalized guidance, and continuous optimization aligned with evolving security needs. This proactive and customizable customer engagement reflects a positive customer experience where customers transition smoothly from initial deployment to ongoing value realization.

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Financial Performance

AppOmni has successfully leveraged its customer acquisition efforts and global channel partner network to promote its SSPM platform and expand its global customer base. Frost & Sullivan estimates that AppOmni's SSPM business achieved steady business performance with a double-digit YoY growth rate in 2025.

As a channel-first company, AppOmni has expanded its business presence beyond the North American market through strategic partnerships. In contrast, some SSPM competitors remain unable to grow outside North America. In 2025, the company continued to capture growth across verticals such as banking, financial, services, and insurance (BFSI); technology; and healthcare.

Frost & Sullivan recognizes AppOmni for differentiating itself from competitors through its depth of offerings and ability to meet evolving security needs across customer segments and verticals. With its strategic partnerships, go-to-market strategies, and technology investments, the company maintains customer trust and loyalty in the global SSPM market, sustaining steady business performance.

Conclusion

AppOmni has established a solid brand reputation in the global SSPM market by investing in technology, a customer-centric approach, and applying best practices to balance short-term market demands with its long-term SSPM vision. The company leveraged its global channel partner network and strategic partnerships to extend its SSPM platform's reach. This channel-first approach fueled rapid customer acquisition and solidified AppOmni's presence among top enterprises worldwide. Building on this foundation, AppOmni is well-positioned for sustained growth.

With its strong overall performance, AppOmni earns Frost & Sullivan's 2025 Global Technology Innovation Leadership Recognition in the SSPM industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Benefits & Impact

Receiving a Best Practices Recognition allows recipients to take a step back and reflect on their achievements and celebrate them. Many might be at the very beginning of that journey, and for some, this comes as validation of years of hard work. We take pride in helping these trailblazers promote their recognition and showcase how Best Practices Recognition recipients are changing the world.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

This recognition results from many individuals making daily critical decisions to support your organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

