

Before you can secure your data, you have to know where it is.

How an AI and data security pioneer uses IDC research and analyst relationships to validate direction and stay ahead of a market moving faster than most organizations can track.



INDUSTRY

Cybersecurity / Data Security

HEADQUARTERS

New York, USA

AT A GLANCE

Securing data at the speed of AI.

95%+

Precision delivered by Cyera's AI-powered engine

5 mins

To deploy agentlessly across any environment

Top 10

Fastest growing companies globally

01: THE CHALLENGE

The data attack surface keeps growing.

Cyera sits at the intersection of data, identity, and AI security. As AI use cases multiply across the enterprise, the data underpinning those use cases becomes the primary attack surface. Christy Hart Smith, Director of Global Analyst Relations at Cyera, frames the problem plainly, "Identity without understanding data cannot determine risk, and data without understanding identity cannot determine trust." Every AI security solution in the market depends on one foundational capability: knowing where your data is and what it actually is. Without that, nothing else works.

02: THE PARTNERSHIP

Research you can actually stand behind

Cyera uses IDC research to inform product leaders on market direction, validate use cases, and track what is happening at the edges of a rapidly evolving space. In a market full of survey-based reports with small sample sizes, IDC's statistically validated research gives Hart Smith something she can confidently put in front of business leadership. The analyst relationship goes beyond research access, bringing product and marketing teams into live conversations to pressure-test ideas while they are still being formed.

03: LOOKING AROUND THE CORNER

Building agents, and watching what comes next.

Hart Smith sees the next evolution of the IDC relationship clearly. The value of research has always been in the depth. What is changing is the expectation around how quickly that depth becomes actionable. Being able to synthesize across dozens of reports and surface an answer in the context you are actually asking about, rather than hunting across documents manually, is where intelligence becomes most useful for a team making fast decisions in a fast market. For Cyera, that is exactly where the partnership is heading.

Unless you understand where your data is and what it is, none of the rest of these different kinds of solutions are going to work very well.

Christy Hart Smith

Director of Global Analyst Relations, Cyera

Every roadmap has a moment that needs a second set of eyes. Bring yours to an IDC analyst.

Talk to an analyst →