IDC

CUSTOMER SPOTLIGHT

When the market shifts this fast, you need an outside view you can trust.

How a machine identity trust platform uses IDC research, analyst relationships, and independent validation to sharpen its product strategy at the speed the market demands.

AppViewX

INDUSTRY
Cybersecurity, Machine Identity Security

HEADQUARTERS
New York, NY

FOUNDED
2008

AT A GLANCE

Trusted where the stakes are highest.

10x–100x
Rate machine identities are multiplying with AI adoption

47-day
New certificate validity mandate driving compliance urgency

6 of 10
Top global banks trust AppViewX

90%
Reduction in manual processes reported by enterprise customers

01: THE CHALLENGE

A market moving faster than any forecast predicted.

AppViewX is navigating three forces hitting at the same time. Enterprises are adopting AI at scale, which means machine identities are multiplying at a rate Chaitanya Challa, Director of Product Management at AppViewX, describes as 10x to 100x the previous norm. Each of those identities requires cryptographic security, and the standards that security relies on are under pressure from quantum computing advances and new 47-day certificate lifecycle mandates. It is what Challa calls a perfect trust storm.

02: THE PARTNERSHIP

Research that confirms, analysts who sharpen.

To navigate that storm, AppViewX uses IDC research to validate emerging trends and size the markets it is moving into. When spend data shows customers investing heavily in a category, Challa treats that as a signal of real urgency, not just noise. Analyst relationships add a layer research alone cannot. IDC analysts help AppViewX pressure-test positioning, messaging, and competitive standing through briefings, inquiries, and in-person conversations.

03: LOOKING AROUND THE CORNER

Outside-in when the timeline compresses.

The forces AppViewX was built to address are arriving faster than anyone anticipated. Timelines that once stretched to 2035 have compressed to 2029. Enterprise AI spend is projected to reach $1 trillion, with $400 billion directed at AI platforms and services alone. For Challa, those numbers confirm that machine identity and cryptographic security are immediate priorities. Having validated IDC intelligence about where customers are spending is what keeps focus sharp when the market is moving in every direction at once.

> The research insights on where market spend is growing give us a direction. If customers are investing in a space, it means it is a critical problem. That helps us define our product strategy better.

Chaitanya Challa
Director of Product Management, AppViewX

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

Talk to an analyst →