

PRESS RELEASE

**CYBEROO IS RECOGNIZED AS SAMPLE VENDOR
IN TWO NEW GARTNER® REPORTS FOR ADVANCED
BEHAVIORAL DETECTION ANALYTICS**

**THE ITALIAN SME MENTIONED IN "CLIENT STORY"
FOR GROWTH IN MARKET POSITIONING AND
TECHNOLOGICAL INNOVATION WITH GARTNER INSIGHTS**

Reggio Emilia, May 7th, 2025 – **Cyberoo S.p.A.**, innovative SME listed on the EGM market of Borsa Italiana, specializing in cybersecurity for enterprises, has been mentioned as one of the most innovative “vendors” in the cybersecurity market. Cyberoo is a *Sample Vendor* in two new researches “*Emerging Tech Impact Radar: 2025*” and the “*Emerging Tech Impact Radar: Digital Identity and Edge Security*”. These researches have been published by Gartner Inc., a company that delivers actionable, objective insight to executives and their teams.

The research “***Emerging Tech Impact Radar: Digital Identity and Edge Security***” *focuses* on the impact of emerging technologies in the field of digital identity and perimeter security (EDGE). In particular, the report highlights how the cybersecurity landscape is evolving rapidly, with digital identity taking on an increasingly central role. Enterprises must, therefore, adopt proactive, identity-based security approaches and overcome the limitations of traditional policies of *identity access management* (IAM) to effectively protect their digital assets in an increasingly connected and dynamic environment.

The research “***Emerging Tech Impact Radar: 2025***”, instead, identifies 20 new technologies and emerging technology trends that companies should implement to strengthen their competitiveness in the cybersecurity products and services market. The research divides them into 4 different areas: applications, experiences and user interfaces (UX/UI), compute and infrastructure, privacy and transparency, and finally AI models and tools. In a specific paragraph “*Advanced Behavioral Detection Analytics*” the author, Travis Lee, highlights the importance of these new technologies by correlating them with the use of machine learning (ML) and AI algorithms. By dynamically adapting and learning from correlated data, ML and AI improve their ability to detect evolving threats that otherwise could not be recognized with traditional countering methods, while also benefiting the response speed of the overall security posture.

Cyberoo has also been included by Gartner in a “***Client Story***” in Italy for growth in market positioning and technological innovation with Gartner Insights. We feel this result has been achieved thanks to constant discussion and fruitful collaboration. Cyberoo has in fact consolidated its position of MDR services vendor (*Managed Detection & Response*), starting to expand progressively abroad as well. It has also aligned the technological innovation of its solutions with the increasingly complex needs of the market and diversified the offer of

services. Results that earned its mention, as also underlined in this [interview](#) to Veronica Leonardi.

*“These recent reports published by Gartner, we think, provide a snapshot of a sector, the one of cybersecurity, which is constantly and rapidly changing – states **Veronica Leonardi, Executive Board Member & CMO of Cyberoo** – and requires constant and significant investments in R&D. In this scenario – continues Leonardi – we play a global industry-leading role along with a limited number of other players, managing to provide increasingly advanced and effective solutions for our customers in Italy as well as abroad”.*

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Gartner, Emerging Tech Impact Radar: 2025 23 January 2025 By Tuong Nguyen, Danielle Casey
Gartner, Emerging Tech Impact Radar: Digital Identity and Edge Security, 14 November 2024, Sean Oneill Et Al.

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Cyberoo S.p.A., company listed on the Euronext Growth Milan Market of the Italian Stock Exchange, is an innovative Emilian SME specialized in cyber security for businesses, intended not only as the protection of IT systems from external attacks but as the implementation of a real strategy capable of protecting, monitoring and managing the information of the IT ecosystem. Cyberoo addresses the midsize business market with a broad and deep portfolio of enterprise solutions, developed through the use of the most advanced technologies and with a value chain that allows it to offer this market prices in line with spending capacity.

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