Client success story: Horangi Pte Ltd
Horangi is a Singapore-based, Asia/Pacific-focused integrated cybersecurity platform provider. Besides running a cybersecurity consulting arm, Horangi provides the Warden cloud security platform, which protects infrastructure and applications in the public cloud. With expert guidance from Gartner on go-to-market strategies and positioning, Horangi saw Warden’s customer base grow 4x within a year, acquiring customers across industries, including crypto exchanges, ride hailing, banks and telcos.

Industry: Cybersecurity
Employees: 100+
Most critical priority

Horangi needed a product strategy for its Warden cloud security platform to capitalize on its unique cloud security and compliance position in the region, while accelerating go-to-market and expansion with the following strategic priorities:

• AU/APAC market for cloud security and overlap between product categories, including market leader differentiation
• Partnerships as a strong driver of growth
• Product launch timing and additional product features to differentiate from native tools
• Buyer’s tech requirements and problems when considering a CSPM
• Roles involved in buying a cloud security solution
• Messaging and positioning — key terms that end users are looking for

How Gartner helped

Gartner experts provided insight and toolkits to sharpen product fit and positioning for market expansion, including:

• Briefings with key experts covering Cloud Security Posture Management (CSPM), Cloud Access Security Broker (CASB), Cloud Workload Protection Platform (CWPP), Cloud Infrastructure Entitlement Enablement (CIEM) and overall cloud security
• Validation of short-term product roadmap, with insights on longer-term product direction to maximize market opportunities
• Understanding key technical and economical buyer considerations when end users purchase cloud security offerings
• Target segments and positioning exercises to refine collateral
• New positioning statement and recommendations for cascading through to messaging and storytelling
• Go-to-market acceleration

Business impact

With Gartner support, Horangi was able to:

• Strengthen Warden’s cloud security platform by launching IAM security and threat detection functionality faster thanks to early expert validation
• Clarify Warden’s positioning as the APAC-focused CSPM, strongly differentiated by its support for local compliance standards and locally relevant cloud providers
• Accelerated go-to-market activity, including distributor, reseller and managed security service provider partnerships across the region
• Supply revisions based on feedback and evolving market developments
• Warden has helped support the cybersecurity talent crunch by making cloud security available to more organizations without needing large expert teams

Questions about becoming a Gartner client? Let’s connect.

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