Rising Star Push Security

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Company Information

Founded: 2021
Headquarters: London, UK
Funding: Series A
Market Segment: Identity Threat Detection & Response
Licensing Model: Subscription
Geographic Focus: Global focus, currently primarily US, UK & Central Europe

Market Segment Overview: ITDR

Identity Threat Detection and Response (ITDR) focuses on identifying, defending against, and responding to identity-based attacks. ITDR has become critical in cybersecurity as attackers increasingly target identity as the primary perimeter. By monitoring identity behaviors, detecting anomalies, and providing actionable insights, ITDR solutions address the growing prevalence of phishing and credential-based threats.

Vendor Overview

Push Security, established in 2021 with global headquarters in London and North America HQ in Boston, Mass. is a rising star in the ITDR space. Backed by Series A funding from prominent investors including Google Ventures (GV), the company employs a team of about 40 professionals with a strong focus on innovation. Its flagship product leverages unique browser telemetry to enhance identity threat detection. Push Security's solution integrates seamlessly with existing cybersecurity tools, delivering significant value to organizations of all sizes.

Solution Overview: Innovative ITDR Approach

Push Security's core solution combines browser telemetry with advanced threat detection to safeguard against identity-based attacks. The platform's unique selling proposition (USP) lies in its browser-based approach, which provides robust telemetry across all common browsers without requiring endpoint installation. Key features include real-time identity discovery and monitoring of user interactions, detection of common identity attack techniques such as MFA-bypassing phishing kits, session theft, credential stuffing and correlation with other telemetry sources for comprehensive visibility.

The platform's innovation is rooted in its browser-based methodology, enabling detection of sophisticated attacks that evade traditional cybersecurity tools. Push Security identifies behaviors such as phishing attempts, password reuse, and interactions with malicious web applications. By analyzing browser telemetry alongside endpoint, network, and log data, it

uncovers attack patterns that conventional ITDR solutions miss, offering complementary protection to existing systems.

Push Security demonstrates a strong product/market fit by addressing the surge in identity-based attacks, the most common vector for breaches. Organizations increasingly recognize the need for specialized ITDR tools, positioning Push Security as a critical component of modern cybersecurity strategies. Its compatibility with Security Information and Event Management (SIEM) and Extended Detection and Response (XDR) solutions further enhances its relevance and adoption.

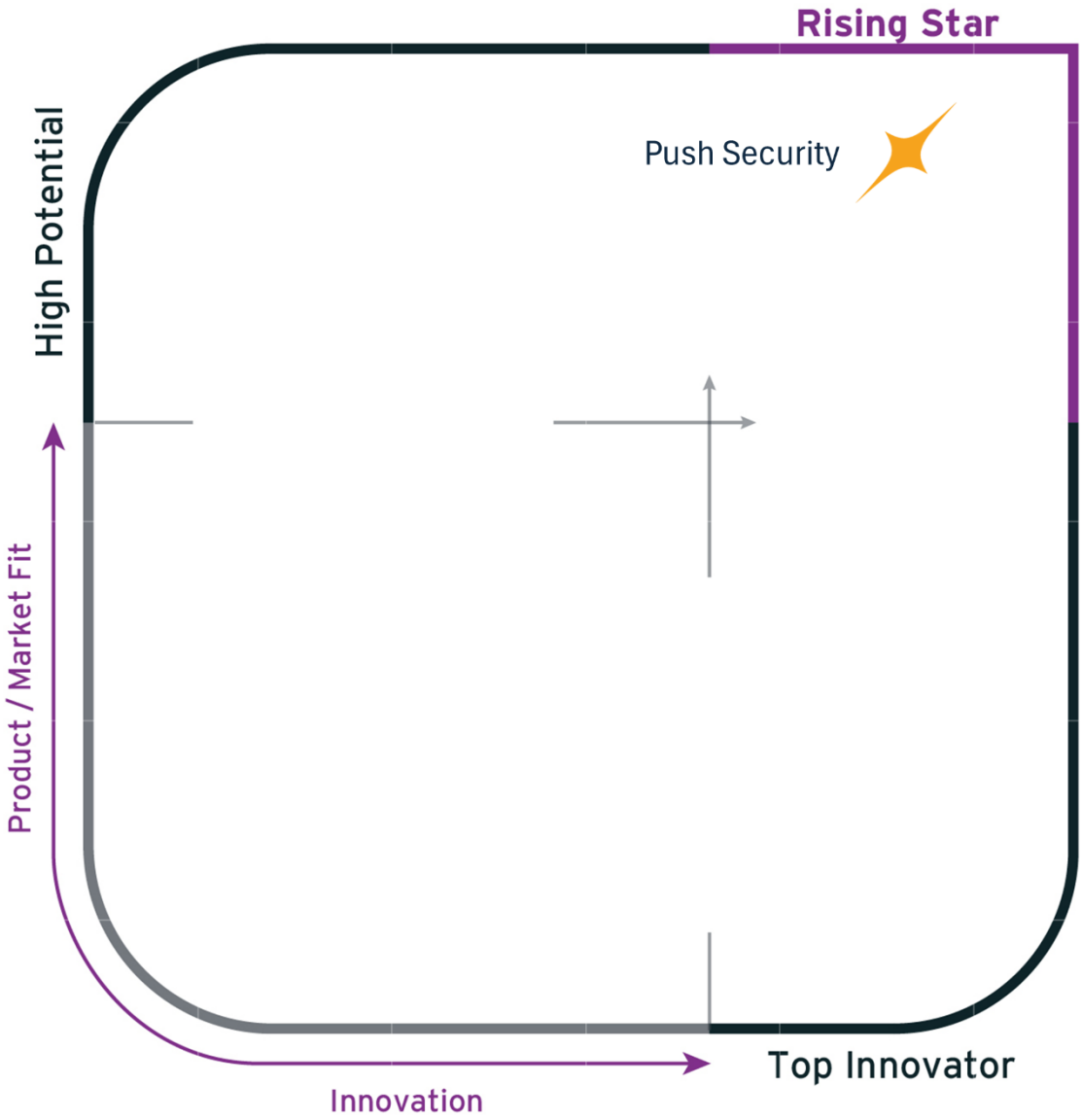
Strengths and Challenges

Strengths

- Browser-based telemetry provides unique insights across the identity attack surface into user interactions and attack behaviors.
- Supports all common browsers without endpoint installation, reducing complexity.
- Enhances existing SIEM/XDR solutions by adding valuable identity-related data.
- Suitable for both small organizations and large enterprises.

Challenges

- Primarily addresses browser-based threats, leaving some ITDR facets uncovered.
- Limited brand recognition compared to established ITDR vendors.
- Requires organizations to integrate new types of telemetry into their existing cybersecurity frameworks.



Analyst's View

The ITDR market is experiencing rapid growth, driven by the rising prevalence of cyberattacks targeting identity as the new perimeter. Identity-based attacks, such as phishing and credential theft, account for a significant share of breaches, underscoring the critical need for ITDR solutions. Push Security's innovative browser-based approach highlights the market's potential for novel methodologies that complement traditional tools.

We anticipate continued convergence within the ITDR space, with increased integration of ITDR signals into broader SIEM and XDR ecosystems. Solutions like Push Security's, which provide unique telemetry and enhance cross-platform visibility, are poised to become integral to cybersecurity strategies. As the market matures, we expect greater consolidation and the emergence of unified platforms delivering end-to-end identity protection.

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