

## What the Analysts Say



ANALYST	QUOTE
Omdia	"We rank Avanan as a Leader here on account of its product capabilities, favorable user experience reviews, and its technology vision."
Omdia	"Avanan [can] claim the status of a fully fledged email security platform (i.e. one that can replace a SEG and a non-SEG as the sole provider of inbox security for Office 365 or Gmail). This differs from all the non-SEGs who readily acknowledge that they complement either the incumbent SEG or Microsoft's Exchange Online Protection (EOP) service to provide protection against the more modern email attack methodologies; a situation that earns them the slightly derogatory designation of "helper apps" from vendors in the SEG community."
Omdia	"Avanan should appear on your shortlist if email security and protection from malware is a concern, but so too is security for other cloud-based collaboration platforms and you are looking for a unified way to protect them all."
Aite	"Avanan achieved best in class from the eight email security companies that participated in this report. It demonstrated clear company strengths, obtained high marks from customers, and offers products that provide desired defensive capabilities for email-based cyber threats."
Gartner	"By 2025, 20% of anti-phishing solutions will be delivered via API integration with the email platform, up from less than 5% today."
Forrester	"Forrester's 2021 Wave evaluation of the email security market revealed that secure email gateways (SEGs) are slowly becoming dinosaurs."

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