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Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

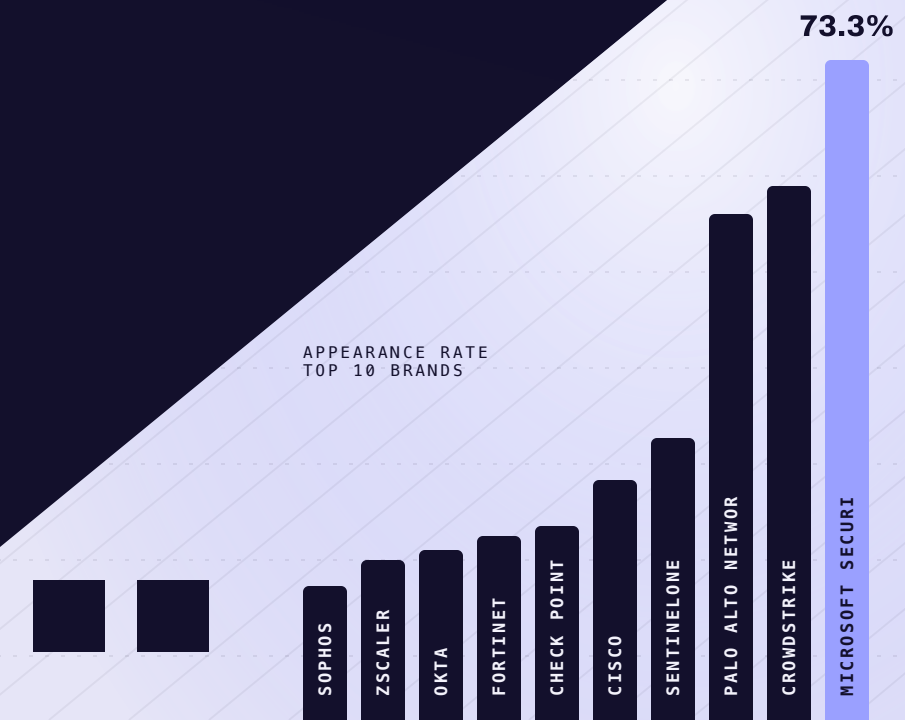
CYBER SECURITY INDEX 2.0

Which security vendors AI engines name
288 AI answers · November 3, 2026

Measured :
November 3, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 57 Google AI Overviews

Prepared by :
5W Public Relations
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AT A GLANCE

Microsoft Security leads. No other vendor is within its margin.

Microsoft Security: 211/288 (73.3%; 95% interval 67.9–78.0%). CrowdStrike: 171/288 (59.4%; 95% interval 53.6–64.9%).

> Version 2. This version replaces the first version of this study, first published August 15, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

73.3%
of answers named Microsoft Security, the most-named (211 of 288)

41
tracked vendors named at least once (of 42)

100%
of Google searches showed an AI Overview (57 of 57)

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Microsoft Security

Microsoft Security leads this measured set. Microsoft Security: 211/288 (73.3%; 95% interval 67.9–78.0%). CrowdStrike: 171/288 (59.4%; 95% interval 53.6–64.9%).

NAMED FIRST

56/288 (19.4%)

CrowdStrike was the first vendor named in 56 of 288 answers, more than any other tracked vendor. Its average first position was 2.6. Microsoft Security was named first in 30 of 288.

OWN-SITE CITATIONS

56/288 (19.4%)

Palo Alto Networks' own domains were cited in 56 of 288 grounded answers, more than any other tracked vendor. SentinelOne followed at 41 of 288. 9 of 42 tracked vendors had 0 of 288, and 1 had no tracked own site.

AIO TRIGGER

57/57 (100%)

Google AI Overviews appeared on 57 of 57 searches (CI 93.7–100%).

AIO LEADER

38/57 (66.7%)

Microsoft Security was the vendor named most often in AI Overviews, at 38 of 57, followed by CrowdStrike at 31 of 57 (54.4%). In the four-engine set, Microsoft Security was named in 211 of 288 answers (73.3%).

TOP DOMAIN

133/288 (46.2%)

gartner.com was cited in 133 of 288 grounded four-engine answers, with 153 of 2,453 citations (6.2%). expertinsights.com came second with 75 citations in 70 answers (24.3%).

THE LEADERBOARD

02 Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Microsoft Security	73.3%	211/288
2	CrowdStrike	59.4%	171/288
3	Palo Alto Networks	56.3%	162/288
4	SentinelOne	31.3%	90/288
5	Cisco	26.7%	77/288
6	Check Point	21.5%	62/288
7	Fortinet	20.5%	59/288
8	Okta	18.8%	54/288
9	Zscaler	17.7%	51/288
10	Sophos	14.9%	43/288
11	Wiz	14.9%	43/288
12	Rapid7	13.9%	40/288
13	CyberArk	13.5%	39/288
14	IBM Security	13.5%	39/288
15	Mandiant	12.8%	37/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,453 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Microsoft Security	211/288	73.3%	67.9–78%	2.8	4.9% (14/288)	0.6%
2	CrowdStrike	171/288	59.4%	53.6–64.9%	2.6	13.2% (38/288)	1.9%
3	Palo Alto Networks	162/288	56.3%	50.5–61.9%	2.7	19.4% (56/288)	2.4%
4	SentinelOne	90/288	31.3%	26.2–36.8%	4.6	14.2% (41/288)	1.8%
5	Cisco	77/288	26.7%	22–32.1%	5.1	1.7% (5/288)	0.2%
6	Check Point	62/288	21.5%	17.2–26.6%	6	9.7% (28/288)	1.1%
7	Fortinet	59/288	20.5%	16.2–25.5%	4.5	6.3% (18/288)	0.7%
8	Okta	54/288	18.8%	14.7–23.7%	3.9	3.8% (11/288)	0.4%
9	Zscaler	51/288	17.7%	13.7–22.5%	4.5	1.7% (5/288)	0.2%
10	Sophos	43/288	14.9%	11.3–19.5%	4.9	3.1% (9/288)	0.4%
11	Wiz	43/288	14.9%	11.3–19.5%	3.5	2.8% (8/288)	0.4%
12	Rapid7	40/288	13.9%	10.4–18.4%	3.5	4.5% (13/288)	0.5%
13	CyberArk	39/288	13.5%	10.1–18%	5	0% (0/288)	0%
14	IBM Security	39/288	13.5%	10.1–18%	6.1	0% (0/288)	0%
15	Mandiant	37/288	12.8%	9.5–17.2%	3.6	0% (0/288)	0%
16	Cloudflare	35/288	12.2%	8.9–16.4%	6.2	1% (3/288)	0.1%
17	Trend Micro	28/288	9.7%	6.8–13.7%	6.8	2.1% (6/288)	0.2%
18	Proofpoint	27/288	9.4%	6.5–13.3%	2.7	1.7% (5/288)	0.2%
19	SailPoint	27/288	9.4%	6.5–13.3%	4.3	0.7% (2/288)	0.1%
20	Splunk	27/288	9.4%	6.5–13.3%	5.5	0.7% (2/288)	0.1%
21	Orca Security	26/288	9%	6.2–12.9%	3.5	3.1% (9/288)	0.4%
22	Netskope	25/288	8.7%	5.9–12.5%	4.2	1% (3/288)	0.1%
23	Abnormal Security	24/288	8.3%	5.7–12.1%	2.9	0% (0/288)	0%
24	Ping Idtracked name	24/288	8.3%	5.7–12.1%	3	1.7% (5/288)	0.2%
25	Arctic Wolf	22/288	7.6%	5.1–11.3%	5.4	0% (0/288)	0%
26	Mimecast	21/288	7.3%	4.8–10.9%	3.6	0.7% (2/288)	0.1%
27	Google Security Operations	20/288	6.9%	4.5–10.5%	2.4	1% (3/288)	0.1%
28	Tenable	19/288	6.6%	4.3–10.1%	3.3	0.7% (2/288)	0.1%

02 THE LEADERBOARD

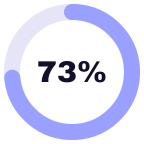
The full list (continued)

None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	**Huntress**	18/288	**6.3%**	4–9.7%	4.9	6.6% (19/288)	1%
30	**BeyondTrust**	17/288	**5.9%**	3.7–9.2%	3.8	1.4% (4/288)	0.2%
31	**Delinea**	17/288	**5.9%**	3.7–9.2%	3.4	2.1% (6/288)	0.3%
32	**Bitdefender**	15/288	**5.2%**	3.2–8.4%	5.5	1% (3/288)	0.1%
33	**Kroll**	15/288	**5.2%**	3.2–8.4%	4.7	1% (3/288)	0.1%
34	**Sysdig**	11/288	**3.8%**	2.1–6.7%	4.7	1% (3/288)	0.1%
35	**Trellix**	8/288	**2.8%**	1.4–5.4%	7.5	0% (0/288)	0%
36	**Cynet**	4/288	**1.4%**	0.5–3.5%	7.5	8% (23/288)	0.9%
37	**Exabeam**	4/288	**1.4%**	0.5–3.5%	4.5	2.1% (6/288)	0.2%
38	**Upwind**	4/288	**1.4%**	0.5–3.5%	5.8	3.1% (9/288)	0.4%
39	**ThreatLocker**	3/288	**1%**	0.4–3%	6.3	0% (0/288)	0%
40	**Halcyon**	2/288	**0.7%**	0.2–2.5%	7	0% (0/288)	0%
41	**Lacework**	2/288	**0.7%**	0.2–2.5%	5	None	None
42	**Securonix**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%

PROFILES

03 The top eight, side by side

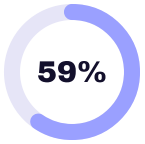


RANK 1

Microsoft Security

211/288 answers · 95% CI 67.9–78%

2.8	4.9%	0.6%
first-mention position	owned-domain citation (14/288)	citation share

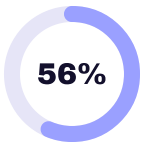


RANK 2

CrowdStrike

171/288 answers · 95% CI 53.6–64.9%

2.6	13.2%	1.9%
first-mention position	owned-domain citation (38/288)	citation share

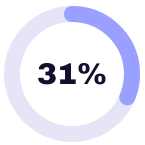


RANK 3

Palo Alto Networks

162/288 answers · 95% CI 50.5–61.9%

2.7	19.4%	2.4%
first-mention position	owned-domain citation (56/288)	citation share



RANK 4

SentinelOne

90/288 answers · 95% CI 26.2–36.8%

4.6	14.2%	1.8%
first-mention position	owned-domain citation (41/288)	citation share



RANK 5

Cisco

77/288 answers · 95% CI 22–32.1%

5.1	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share



RANK 6

Check Point

62/288 answers · 95% CI 17.2–26.6%

6	9.7%	1.1%
first-mention position	owned-domain citation (28/288)	citation share

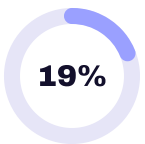


RANK 7

Fortinet

59/288 answers · 95% CI 16.2–25.5%

4.5	6.3%	0.7%
first-mention position	owned-domain citation (18/288)	citation share



RANK 8

Okta

54/288 answers · 95% CI 14.7–23.7%

3.9	3.8%	0.4%
first-mention position	owned-domain citation (11/288)	citation share

HOW THE ENGINES DIFFER

04 Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Microsoft Security			**72.2%**
Palo Alto Networks			**59.7%**
CrowdStrike			**54.2%**
SentinelOne			**29.2%**
Cisco			**26.4%**
Fortinet			**22.2%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Microsoft Security			**72.2%**
CrowdStrike			**66.7%**
Palo Alto Networks			**56.9%**
SentinelOne			**33.3%**
Cisco			**29.2%**
Okta			**26.4%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Microsoft Security			**73.6%**
CrowdStrike			**65.3%**
Palo Alto Networks			**58.3%**
SentinelOne			**34.7%**
Check Point			**27.8%**
Cisco			**26.4%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Microsoft Security			**75%**
CrowdStrike			**51.4%**
Palo Alto Networks			**50%**
SentinelOne			**27.8%**
Cisco			**25%**
Check Point			**19.4%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 57 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 57 = 345 answers.

TRIGGER RATE

100%

Google AI Overviews appeared on 57 of 57 searches (100%, CI 93.7–100%). The other 0 searches showed no overview. Within the 57 overviews, Microsoft Security was named in 38 (66.7%), CrowdStrike was named in 31 (54.4%), Palo Alto Networks was named in 26 (45.6%), Okta was named in 16 (28.1%). reddit.com was the most-cited source, with 14 citations and an appearance in 13 of 57 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Microsoft Security	72.2%	=
2	CrowdStrike	58.6%	=
3	Palo Alto Networks	54.5%	=
4	SentinelOne	30.4%	=
5	Cisco	25.8%	=
6	Check Point	21.4%	=
7	Fortinet	21.2%	=
8	Okta	20.3%	=
9	Zscaler	17.4%	=
10	Wiz	15.4%	▲ 1

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Palo Alto Networks 100%

TIED WITH MICROSOFT SECURITY, CROWDSTRIKE

Microsoft Security	100%
CrowdStrike	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

CrowdStrike 100%

TIED WITH SENTINELONE, SOPHOS

SentinelOne	100%
Sophos	100%

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

CrowdStrike 100%

TIED WITH MICROSOFT SECURITY, SENTINELONE

Microsoft Security	100%
SentinelOne	100%

AI Overview shown on 1 of 1 searches

Q04 · 12 ANSWERS

Palo Alto Networks 100%

TIED WITH CROWDSTRIKE, FORTINET

CrowdStrike	100%
Fortinet	100%

AI Overview shown on 2 of 2 searches

Q05 · 12 ANSWERS

Palo Alto Networks 100%

TIED WITH ZSCALER, MICROSOFT SECURITY

Zscaler	100%
Microsoft Security	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Microsoft Security 100%

Rapid7	91.7%
Splunk	58.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,453 citations in total. gartner.com was cited most often, with 153 citations (6.2%) across 133 answers. Next came expertinsights.com (75), paloaltonetworks.com (53), crowdstrike.com (45), sentinelone.com (44), g2.com (35).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

gartner.com	**46.2%**
expertinsights.com	**24.3%**
paloaltonetworks.com	**17.4%**
sentinelone.com	**14.2%**
crowdstrike.com	**12.5%**
forrester.com	**10.1%**
g2.com	**9.7%**
cybersecuritynews.com	**9.7%**
guideflow.com	**9.4%**
checkpoint.com	**9%**

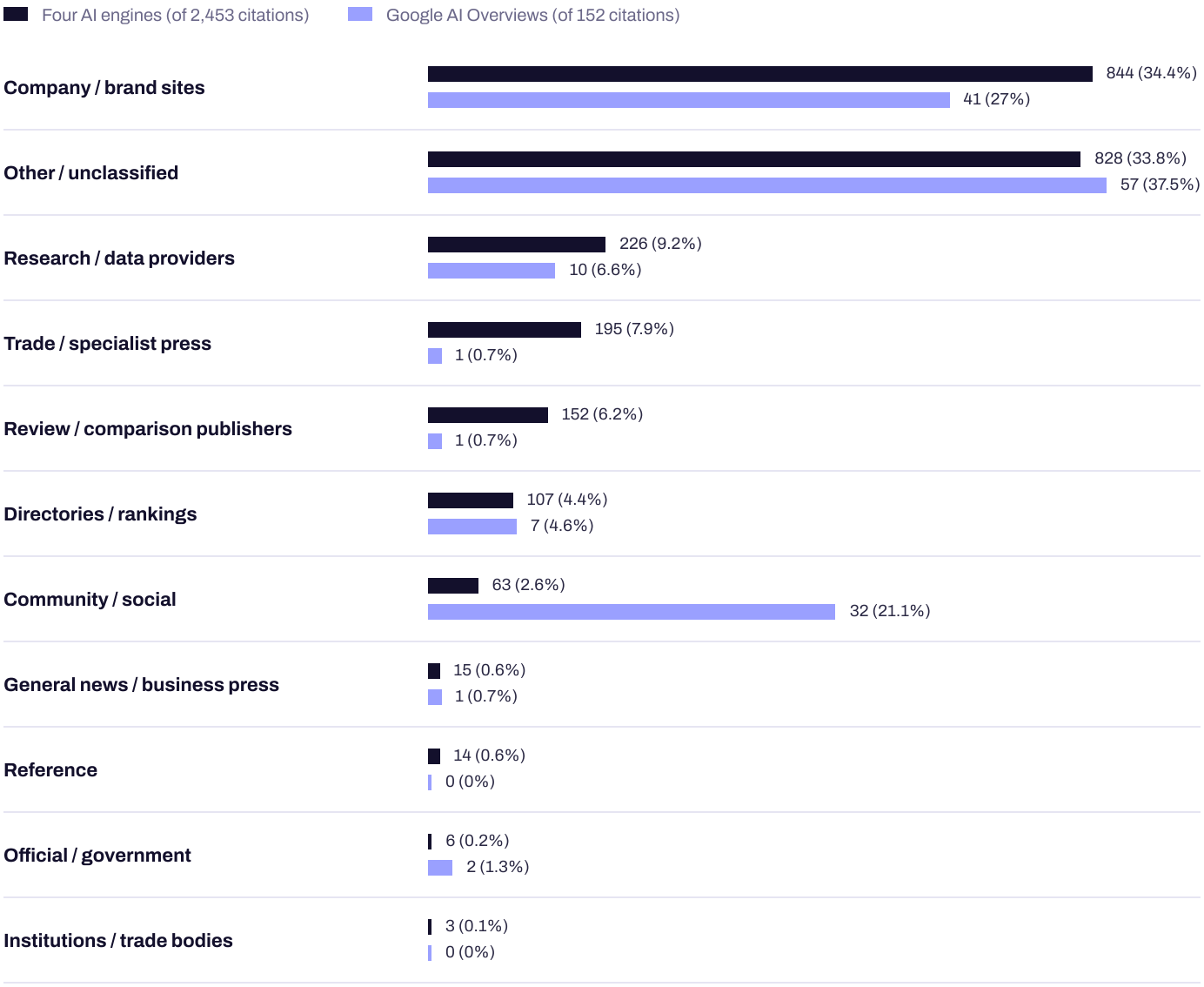
GOOGLE AI OVERVIEWS · SHARE OF 57 OVERVIEWS

reddit.com	**22.8%**
gartner.com	**14%**
youtube.com	**14%**
seceon.com	**8.8%**
quora.com	**8.8%**
paloaltonetworks.com	**7%**
cloudsek.com	**5.3%**
g2.com	**5.3%**
linkedin.com	**5.3%**
revenuebase.ai	**5.3%**

WHO THE ENGINES CITE

08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

How can brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Palo Alto Networks' own domains were cited in 19.4% of grounded answers, SentinelOne's in 14.2% and CrowdStrike's in 13.2%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were gartner.com (in 46.2% of grounded answers), expertinsights.com (24.3%), forrester.com (10.1%), g2.com (9.7%) and cybersecuritynews.com (9.7%). Research and data providers supplied 9.2% of citations and trade and specialist press 7.9%.
Check each engine separately.	Claude named CrowdStrike in 66.7% of answers against 51.4% on Perplexity. ChatGPT named IBM Security in 19.4% of answers against 4.2% on Gemini.
Watch names outside the tracked list.	Microsoft Corporation (50 answers), Wiz (23 answers), Rubrik Security Cloud (12 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

10 What AI answers

Q1 Which names lead these AI answers?

Microsoft Security leads this measured set. Microsoft Security: 211/288 (73.3%; 95% interval 67.9–78.0%). CrowdStrike: 171/288 (59.4%; 95% interval 53.6–64.9%).

Q2 Which vendor is named first most often?

CrowdStrike was the first vendor named in 56 of 288 answers, with an average first position of 2.6.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 57 of 57 searches (100%, CI 93.7–100%). Within those 57 overviews, Microsoft Security was named most often, in 38 (66.7%).

Q4 Which sources do the engines cite?

Across 2,453 four-engine citations, gartner.com was cited most (153 citations, in 133 of 288 grounded answers), followed by expertinsights.com (75 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	57
questions		runs each		AI engines		answers		Google searches · 57 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 3, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	57	57 shown	57

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 42 tracked vendors are ranked; results are not an exhaustive market ranking.
- Only the tracked vendors were scored. Untracked names that appeared often were not scored, including Microsoft Corporation (50 answers), Wiz (23 answers), Rubrik Security Cloud (12 answers).
- 345 of 360 planned results were returned. 15 AI Overview lookups were excluded after at most three total attempts.
- 57 successful Google searches: 57 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 11 names CrowdStrike and SentinelOne, so both counts include up to 12 answers to that question.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Microsoft Security (209/276) and Palo Alto Networks (162/276); their order changes.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Vendors from the earlier edition plus incident response firms the questions cover. Product names count toward their vendor. Status: Palo Alto Networks completed its acquisition of CyberArk on February 11, 2026; CyberArk is tracked separately because answers name it as a brand. Google completed its acquisition of Wiz on March 11, 2026; Wiz keeps its brand. Splunk is part of Cisco and Mandiant part of Google Cloud; both are tracked under their own names. Being named is not an endorsement.
- Google Shopping links and unresolved google.com/goto redirect links are not counted as cited sources; original URLs remain in the evidence.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

APPENDIX

12 The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the best cybersecurity companies for a large enterprise?	Cybersecurity Index 2.0	CORE QUESTION
02	Which vendors offer the best ransomware protection?	Cybersecurity Index 2.0	CORE QUESTION
03	What is the best endpoint detection and response (EDR) platform?	Cybersecurity Index 2.0	CORE QUESTION
04	What are the most trusted enterprise cybersecurity firms?	Cybersecurity Index 2.0	CORE QUESTION
05	What are the best zero trust security platforms?	Cybersecurity Index 2.0	CORE QUESTION
06	What is the best SIEM platform for a mid-size company?	Cybersecurity Index 2.0	CORE QUESTION
07	Which cloud-native application protection platform (CNAPP) is best for multi-cloud?	Cybersecurity Index 2.0	CORE QUESTION
08	What is the best identity and access management platform for enterprises?	Cybersecurity Index 2.0	CORE QUESTION
09	What is the best privileged access management tool?	Cybersecurity Index 2.0	CORE QUESTION
10	What is the best email security solution for businesses?	Cybersecurity Index 2.0	CORE QUESTION
11	CrowdStrike vs SentinelOne: which EDR is better for enterprises?	Cybersecurity Index 2.0	CORE QUESTION
12	Which incident response firms should a company call after a breach?	Cybersecurity Index 2.0	CORE QUESTION
13	What are the leading XDR platforms?	Cybersecurity Index 2.0	ADDED QUESTION
14	What is the best managed detection and response service?	Cybersecurity Index 2.0	ADDED QUESTION
15	What are the best SASE vendors?	Cybersecurity Index 2.0	ADDED QUESTION
16	What is the best cloud security posture management tool?	Cybersecurity Index 2.0	ADDED QUESTION
17	What is the best single sign-on provider for large companies?	Cybersecurity Index 2.0	ADDED QUESTION
18	What is the best identity governance platform?	Cybersecurity Index 2.0	ADDED QUESTION
19	What is the best tool to protect against phishing emails?	Cybersecurity Index 2.0	ADDED QUESTION
20	Which threat intelligence providers are most respected?	Cybersecurity Index 2.0	ADDED QUESTION
21	What is the best security operations platform with AI?	Cybersecurity Index 2.0	ADDED QUESTION
22	Which cybersecurity vendors offer the most complete platform?	Cybersecurity Index 2.0	ADDED QUESTION
23	What is the best vulnerability management platform?	Cybersecurity Index 2.0	ADDED QUESTION
24	What is the best ransomware recovery solution for enterprises?	Cybersecurity Index 2.0	ADDED QUESTION

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