

AI Security Market Research Report: February 2026

Market Snapshot: Major consolidation via acquisitions (Cisco→Robust Intelligence, Palo Alto→Protect AI, Check Point→Lakera, SentinelOne→Prompt Security). Landscape split: AI-native startups vs legacy security vendors adding LLM features. OWASP LLM Top 10 = de facto standard.

Section A — Market Categories

1. LLM Firewalls/Gateways

- Protects: Prompt injection, jailbreaks, data exfil
- Buyers: CISO, AppSec
- Deploy: API proxy, SDK wrapper

2. AI Governance & GRC

- Protects: Compliance gaps, regulatory violations
- Buyers: GRC, CDO, Responsible AI
- Deploy: SaaS dashboard, policy engine

3. AI Runtime Monitoring

- Protects: Drift, hallucinations, cost overruns
- Buyers: ML Engineers, Platform Engineers
- Deploy: SDK instrumentation, OpenTelemetry

4. GenAI DLP & PII Redaction

- Protects: PII/PHI in prompts, secrets exposure

- Buyers: CISO, DLP teams
- Deploy: API scanner, browser plugin, proxy

5. AI Red Teaming & Evals

- Protects: Jailbreaks, safety violations, adversarial attacks
- Buyers: Security teams, AI Safety
- Deploy: CLI tools, eval harness, services

6. Model Supply Chain Security

- Protects: Malicious models, backdoors, tampering
- Buyers: MLOps, Security
- Deploy: CI/CD scanner, model registry

7. AI-SPM (Security Posture Management)

- Protects: Shadow AI, misconfigurations, attack paths
- Buyers: Cloud Security, CISO
- Deploy: Agentless cloud scanner

8. Agent Identity & Access

- Protects: Unauthorized tool use, privilege escalation
 - Buyers: IAM teams, Platform Engineers
 - Deploy: OAuth/OIDC, policy-as-code
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Section B — Vendor Details

LLM Firewalls/Gateways

Lakera (acquired by Check Point)

-  Protects: Prompt injection, jailbreaks, data leakage, toxic content
-  How: Classifier <50ms latency, 1M+ Gandalf game threat intel
-  Target: Fortune 500, AI-native companies
-  Origin: AI-native (aerospace safety founders)
-  OSS: Gandalf game only
-  Deploy: SaaS (platform.lakera.ai)
-  Price: Enterprise; free tier available
-  Links: lakera.ai, docs.lakera.ai
-  Confidence: High

Protect AI (acquired by Palo Alto Networks)

-  Protects: Prompt injection, jailbreaks, PII leakage, model deserialization
-  How: I/O scanners, CPU-optimized inference, regex+LLM detection
-  Target: Enterprise DevSecOps teams
-  Origin: AI-native (Amazon-Oracle founders)
-  OSS: YES - LLM Guard, ModelScan (github.com/protectai/llm-guard)
-  Deploy: API/library, self-hosted
-  Price: OSS free; enterprise pricing TBD
-  Links: protectai.com
-  Confidence: High

Robust Intelligence (acquired by Cisco)

- Protects: Prompt injection, data poisoning, jailbreaking, model theft
- How: 3 modules - Model scanner + AI Validation + AI Protection (runtime)
- Target: Fortune 500 (JPMorgan, IBM, BMW)
- Origin: AI-native (Harvard AI research)
- OSS: No
- Deploy: Cisco Security Cloud integration
- Price: Enterprise (Cisco pricing)
- Links: cisco.com/robust-intelligence
- Confidence: High

Lasso Security

- Protects: Prompt injection, guardrail bypasses, agent misuse, shadow AI
- How: MCP Secure Gateway, plugin architecture, token masking, tool reputation
- Target: Enterprise security teams
- Origin: AI-native
- OSS: No
- Deploy: SaaS
- Price: Enterprise only
- Links: lasso.security
- Confidence: High

CalypsoAI

- Protects: Prompt injection, PII leakage, toxic content, jailbreaks
- How: 3 pillars - Red-Team (pre-test) + Defend (real-time) + Observe (audit)

-  Target: Enterprise, finance, government
-  Origin: AI-native
-  OSS: No
-  Deploy: SaaS + API
-  Price: Enterprise; beta free tier
-  Links: calypsoai.com
-  Confidence: High

Arthur AI

-  Protects: PII leakage, toxic language, hallucinations, prompt injection
-  How: Firewall between app and model; validates prompts/responses
-  Target: Enterprise LLM deployments
-  Origin: AI-native
-  OSS: No
-  Deploy: API endpoints
-  Price: Enterprise
-  Links: arthur.ai/firewall
-  Confidence: High

HiddenLayer

-  Protects: Prompt injection, model extraction, poisoning, malware, backdoors
-  How: 4 modules - Discovery + Supply Chain + Attack Simulation + Runtime (AIDR)
-  Target: Enterprise, Federal, Finance
-  Origin: AI-native (Cylance veterans)
-  OSS: No

-  Deploy: SaaS, on-prem, air-gapped
-  Price: Enterprise (AWS/Azure Marketplace)
-  Links: hiddenlayer.com
-  Confidence: High

Pangea

-  Protects: Prompt injection, PII/PHI, malicious URLs/IPs, toxic content, secrets
-  How: API-based "recipes" (detector collections); block/report/redact/encrypt
-  Target: Developers, enterprise
-  Origin: AI-native
-  OSS: MCP Proxy on GitHub
-  Deploy: SaaS, self-hosted, gateway
-  Price: Free tier; usage-based
-  Links: pangea.cloud, pangea.cloud/docs/ai-guard
-  Confidence: High

Prompt Security (acquired by SentinelOne)

-  Protects: Shadow AI, prompt injection, data privacy, MCP security
-  How: OWASP-aligned controls, real-time enforcement, browser extension
-  Target: Enterprise
-  Origin: AI-native (OWASP LLM Top 10 core team)
-  OSS: Prompt Fuzzer
-  Deploy: SaaS, browser
-  Price: Enterprise
-  Links: prompt.security
-  Confidence: High

NVIDIA NeMo Guardrails

-  Protects: Jailbreaks, topic drift, PII, unsafe content, hallucinations
-  How: 5 rail types via Colang DSL (Input, Dialog, Retrieval, Execution, Output)
-  Target: Enterprise AI developers
-  Origin: AI-native (NVIDIA)
-  OSS: YES - Apache 2.0 (github.com/NVIDIA-NeMo/Guardrails)
-  Deploy: Library, Docker, NIM
-  Price: Free; enterprise support available
-  Links: developer.nvidia.com/nemo-guardrails
-  Confidence: High

Guardrails AI

-  Protects: Structured validation, PII, toxicity, prompt injection, hallucinations
-  How: Guard wrappers around LLM calls; validators from Guardrails Hub
-  Target: ML engineers, developers
-  Origin: AI-native
-  OSS: YES - GitHub (github.com/guardrails-ai/guardrails)
-  Deploy: Self-hosted, Flask service
-  Price: Free (OSS); enterprise plans
-  Links: guardrailsai.com
-  Confidence: High

AI Governance & GRC

Credo AI

-  Protects: Bias, compliance gaps, regulatory violations, third-party AI risk
-  How: Policy Packs encoding regulations (EU AI Act, NIST, ISO 42001); AI Registry; Policy Intelligence Engine
-  Target: CISO, GRC, CDO, Responsible AI teams
-  Origin: AI-native (2020)
-  OSS: Credo Lens
-  Deploy: Cloud SaaS
-  Price: Enterprise
-  Links: credo.ai, credo.ai/product
-  Confidence: High

Fiddler AI

-  Protects: Model drift, integrity issues, bias, fairness, compliance (OCC)
-  How: Explainable AI (Shapley, Integrated Gradients); continuous monitoring; real-time alerting
-  Target: Data scientists, MRM teams, Fortune 500
-  Origin: AI-native
-  OSS: No
-  Deploy: Cloud SaaS (integrates Datadog)
-  Price: Events/models based
-  Links: fiddler.ai
-  Confidence: High

ModelOp

-  Protects: AI lifecycle fragmentation, compliance, policy enforcement
-  How: AI system of record; workflow automation; templates for NIST/EU AI Act/ISO 42001

-  Target: Complex enterprises
-  Origin: AI-native
-  OSS: No
-  Deploy: Enterprise deployment
-  Price: Enterprise
-  Links: modelop.com
-  Confidence: Medium

Fairly AI (now Asenion)

-  Protects: AI risk, security, governance gaps
-  How: End-to-end AI risk management; patent-pending technology
-  Target: Enterprise
-  Origin: AI-native
-  OSS: No
-  Deploy: SaaS
-  Price: Enterprise
-  Links: fairly.ai
-  Confidence: Medium

AI Runtime Monitoring/Observability

Arize AI

-  Protects: Hallucinations, RAG quality issues, agent failures, drift, cost
-  How: Phoenix (OSS) - OpenTelemetry tracing, LLM-as-judge evals, UMAP visualization
-  Target: AI engineers (PepsiCo, Siemens)
-  Origin: AI-native

-  OSS: **YES** - Phoenix (Elastic License 2.0) - github.com/Arize-ai/phoenix
-  Deploy: Self-hosted, Phoenix Cloud
-  Price: Phoenix free; AX from \$50/mo
-  Links: arize.com
-  Confidence: High

WhyLabs

-  Protects: Data drift, quality, toxicity, prompt injection, PII, hallucinations
-  How: whylogs (privacy-preserving profiling); LangKit; containerized guardrails; MITRE ATLAS aligned
-  Target: Data science, MLOps teams
-  Origin: AI-native
-  OSS: **YES** - Platform open-sourced
-  Deploy: SaaS, self-hosted, VPC
-  Price: Free tier; enterprise plans
-  Links: whylabs.ai, docs.whylabs.ai
-  Confidence: High

Langfuse

-  Protects: Debugging, prompt quality, latency, cost, regressions
-  How: OpenTelemetry tracing; `@observe()` decorator; prompt management; LLM-as-judge evals
-  Target: LLM developers
-  Origin: AI-native (YC W23)
-  OSS: **YES** - Self-hostable - github.com/langfuse/langfuse
-  Deploy: Self-hosted, Langfuse Cloud

-  Price: Free self-host; Cloud from \$59/mo
-  Links: langfuse.com
-  Confidence: High

Portkey

-  Protects: Provider outages, cost, latency, security, prompt injection
-  How: Gateway routes to 200+ LLMs; 50+ guardrails; fallbacks; retries; MCP Gateway
-  Target: GenAI builders, platform engineers
-  Origin: AI-native
-  OSS: **YES** - Gateway OSS - github.com/Portkey-AI/gateway
-  Deploy: Cloud SaaS, private cloud
-  Price: Tiered; enterprise plans
-  Links: portkey.ai
-  Confidence: High

Helicone

-  Protects: Cost, latency, prompt injection, quality
-  How: One-line proxy integration; session tracking; built-in caching; Meta Prompt Guard/Llama Guard
-  Target: Developers
-  Origin: AI-native (YC W23)
-  OSS: **YES** - github.com/Helicone/helicone
-  Deploy: SaaS, self-hosted
-  Price: Free 10k req/mo; paid plans
-  Links: helicone.ai

-  Confidence: High

Patronus AI

-  Protects: Hallucinations, unsafe content, PII/PHI, toxicity, prompt injection
-  How: SimpleSafetyTests; GLIDER (3B eval model); Lynx hallucination model; Percival debugger
-  Target: AI developers, ML engineers
-  Origin: AI-native (2023)
-  OSS: SimpleSafetyTests public
-  Deploy: Cloud API, SDK
-  Price: API-based
-  Links: patronus.ai, docs.patronus.ai
-  Confidence: High

GenAI DLP & PII Redaction

Nightfall AI

-  Protects: PII, PHI, PCI, secrets, API keys, NHIs, IP
-  How: ML-based detectors (95%+ precision); real-time scanning; redact/delete/block; browser plugin
-  Target: Tech, healthcare, finance
-  Origin: AI-native
-  OSS: No
-  Deploy: SaaS, browser extensions
-  Price: Tiered SaaS
-  Links: nightfall.ai

-  Confidence: High

Private AI

-  Protects: PII across 50+ types in 47 languages; text, PDF, images, audio
-  How: Transformer NLP; redaction, masking, synthetic replacement; deterministic tokenization
-  Target: Enterprises fine-tuning LLMs
-  Origin: AI-native
-  OSS: No
-  Deploy: On-prem, private cloud, SaaS
-  Price: Free tier (75 calls/day); enterprise plans
-  Links: private-ai.com
-  Confidence: High

Microsoft Presidio

-  Protects: 180+ PII entity types
-  How: Analyzer (NER, regex, checksum) + Anonymizer (replace, hash, encrypt); pluggable NLP
-  Target: Developers, Azure/Fabric users
-  Origin: Open-source toolkit
-  OSS: YES - Apache 2.0 - github.com/microsoft/presidio
-  Deploy: Python, Docker, K8s, REST
-  Price: Free
-  Links: github.com/microsoft/presidio
-  Confidence: High

Strac

-  Protects: PII, PHI, PCI, secrets, source code
-  How: ML/OCR detection; redaction, tokenization, vault; GenAI DLP via browser extension
-  Target: Mid-market to enterprise
-  Origin: AI-native (YC)
-  OSS: No
-  Deploy: SaaS (agentless)
-  Price: SaaS subscription
-  Links: strac.io
-  Confidence: High

Skyflow

-  Protects: PII, PCI, PHI, IP for LLM training/inference
-  How: Data privacy vault; tokenization preserving LLM quality; polymorphic encryption
-  Target: Fintech, healthcare
-  Origin: Privacy-native → AI
-  OSS: No
-  Deploy: SaaS, multi-cloud
-  Price: Usage-based
-  Links: skyflow.com/llm-vault
-  Confidence: High

LLM Guard (Protect AI)

-  Protects: PII anonymization, prompt injection, jailbreaks, toxic content
-  How: Input scanners (Anonymize, PromptInjection, Toxicity); Output scanners (Deanonymize, Sensitive)

-  Target: Developers, security teams
-  Origin: AI-native
-  OSS: YES - Permissive license - github.com/protectai/llm-guard
-  Deploy: Python package, API server
-  Price: Free (OSS)
-  Links: llm-guard.com
-  Confidence: High

GitGuardian

-  Protects: Secrets/credentials, API keys (500+ types), tokens in code and prompts
-  How: Multi-layer - regex, entropy, contextual validation; MCP server for LLM gateway
-  Target: Developers, DevSecOps
-  Origin: Security-native → AI
-  OSS: YES - ggshield CLI - github.com/GitGuardian/ggshield
-  Deploy: SaaS, CLI, CI/CD
-  Price: Free tier; Business plans
-  Links: gitguardian.com
-  Confidence: High

🗡️ AI Red Teaming & Evaluations

Garak (NVIDIA)

-  Protects: Prompt injection, jailbreaks, toxicity, data leakage, bias
-  How: Probes → Generators → Detectors → Harness; static/dynamic/adaptive probing
-  Target: Security teams, researchers
-  Origin: AI-native

-  OSS: **YES** - Apache 2.0 - github.com/NVIDIA/garak
-  Deploy: CLI tool
-  Price: Free
-  Links: garak.ai
-  Confidence: High

Promptfoo

-  Protects: Security vulns, jailbreaks, regressions, OWASP Top 10
-  How: Declarative YAML config; eval harness; LLM-as-judge; CI/CD native
-  Target: Developers, DevOps
-  Origin: AI-native
-  OSS: **YES** - github.com/promptfoo/promptfoo
-  Deploy: CLI, npm, CI/CD
-  Price: Free
-  Links: promptfoo.dev
-  Confidence: High

Adversa AI

-  Protects: Prompt injection, jailbreaks, goal hijacking, tool misuse, memory poisoning
-  How: Automated continuous red teaming; patented attack generation; agentic AI scenarios
-  Target: Fortune 500, finance
-  Origin: AI-native
-  OSS: Research published
-  Deploy: SaaS
-  Price: Enterprise
-  Links: adversa.ai

-  Confidence: High

Mindgard

-  Protects: Jailbreaks, prompt injection, model extraction, evasion, poisoning
-  How: Automated red teaming; PhD-led attack scenarios; runtime detection; SIEM integration
-  Target: Finance, healthcare, manufacturing
-  Origin: AI-native (2016 research, 2022 commercial)
-  OSS: No
-  Deploy: SaaS
-  Price: Enterprise
-  Links: mindgard.ai
-  Confidence: High

Haize Labs

-  Protects: Jailbreaks, safety violations, multimodal vulnerabilities
-  How: ACG attacks (38x faster than GCG); DSPy-based optimization; model-based evaluators
-  Target: Model providers (OpenAI, Anthropic)
-  Origin: AI-native / research-driven
-  OSS: dspy-redteam, j1-micro reward models - github.com/haizelabs
-  Deploy: Platform + services
-  Price: Enterprise
-  Links: haizelabs.com
-  Confidence: High

-  Protects: Reasoning, autonomous capabilities, safety behaviors
-  How: Python framework - Datasets → Solvers → Scorers; 100+ pre-built evals; MCP tool calling
-  Target: AI Safety Institutes, researchers
-  Origin: AI-native (government)
-  OSS: YES - github.com/UKGovernmentBEIS/inspect_ai
-  Deploy: Python package
-  Price: Free
-  Links: inspect.aisi.org.uk
-  Confidence: High

AI Verify (Singapore IMDA)

-  Protects: 11 AI ethics principles, fairness, explainability, robustness
-  How: Technical tests + process checks; GenAI via Project Moonshot
-  Target: Enterprises, auditors
-  Origin: Government framework
-  OSS: YES - GitHub
-  Deploy: Local (Docker)
-  Price: Free
-  Links: aiverifyfoundation.sg
-  Confidence: High

Deepchecks

-  Protects: Hallucinations, groundedness, bias, toxicity, PII, drift
-  How: Swarm of SLMs + NLP; no-code LLM-as-judge; Golden Set management

-  Target: ML engineers, product owners
-  Origin: AI-native
-  OSS: Testing package OSS
-  Deploy: SaaS
-  Price: Commercial tiered
-  Links: deepchecks.com
-  Confidence: High

Scale AI

-  Protects: Safety policy violations, jailbreaks, over-refusal, agentic risks
-  How: Expert human + model-assisted approaches; SEAL research lab; product-focused threat modeling
-  Target: Model developers, government
-  Origin: Hybrid (human + AI)
-  OSS: Research publications
-  Deploy: Managed service
-  Price: Enterprise
-  Links: scale.com/evaluation
-  Confidence: High

HuggingFace LightEval

-  Protects: Standard benchmarks (MMLU, TruthfulQA, GSM8K), safety (XSTest)
-  How: Multiple backends; 1000+ eval tasks; Open LLM Leaderboard integration
-  Target: Researchers, ML practitioners
-  Origin: AI-native
-  OSS: YES - github.com/huggingface/liteeval

-  Deploy: Python library
-  Price: Free
-  Links: github.com/huggingface/lighteval
-  Confidence: High

Model Supply Chain Security

HiddenLayer

-  Protects: Malware in models, serialization attacks, backdoors, CVE exploits
-  How: Model scanning (35+ formats); AIBOM generation; model genealogy; CI/CD integration
-  Target: CISO, MLOps, Federal
-  Origin: AI-native
-  OSS: No
-  Deploy: SaaS, on-prem, air-gapped
-  Price: Enterprise
-  Links: hiddenlayer.com/aidr
-  Confidence: High

Protect AI Guardian

-  Protects: Deserialization attacks, architectural backdoors, runtime threats
-  How: Scans 35+ model formats; native HuggingFace integration; AI model gateway
-  Target: Security, ML engineers
-  Origin: AI-native
-  OSS: ModelScan - github.com/protectai/modelscan
-  Deploy: SaaS, on-prem, CI/CD
-  Price: Enterprise (Palo Alto)

-  Links: protectai.com/guardian
-  Confidence: High

JFrog ML

-  Protects: Serialization attacks, malicious code, CVEs, backdoors, license issues
-  How: Deep decompilation; HuggingFace partnership; 96% FP reduction; model versioning
-  Target: DevOps, MLOps, Data Scientists
-  Origin: Legacy DevSecOps → ML
-  OSS: No
-  Deploy: SaaS, self-hosted, hybrid
-  Price: JFrog Platform pricing
-  Links: jfrog.com/mlsecops
-  Confidence: High

Sigstore Model Signing

-  Protects: Tampering, integrity, supply chain attacks
-  How: Cryptographic signing via Sigstore; Rekor transparency log; K8s validation operator
-  Target: Model hubs, MLOps
-  Origin: OSS standard (Google, OpenSSF)
-  OSS: **YES** - Apache 2.0 - github.com/sigstore/model-transparency
-  Deploy: CLI, library, K8s
-  Price: Free
-  Links: github.com/sigstore/model-transparency
-  Confidence: High

Bosch AIShield

-  Protects: Model extraction, evasion, poisoning, inference attacks, notebook vulns
-  How: AISpectra (discovery + scanning); Guardian (runtime); Watchtower (OSS scanner)
-  Target: Manufacturing, automotive, IoT
-  Origin: AI-native (Bosch incubated)
-  OSS: Watchtower - github.com/bosch-aisecurity-aishield/watchtower
-  Deploy: SaaS, edge, consulting
-  Price: SaaS; pay-per-assessment
-  Links: boschaishield.com
-  Confidence: High

Mithril Security

-  Protects: Data privacy during inference, model IP, data leakage to providers
-  How: BlindBox - TEEs (Intel SGX/AMD SEV); AICert - cryptographic provenance via TPMs
-  Target: Healthcare, legal, regulated industries
-  Origin: AI-native
-  OSS: YES - BlindBox, BlindAI - github.com/mithril-security/blindbox
-  Deploy: Azure Confidential, self-hosted
-  Price: Startup pricing
-  Links: mithrilsecurity.io
-  Confidence: Medium

Agent Identity & Access

LangChain/LangGraph

-  Protects: Unauthorized tool use, resource access
-  How: `@auth.authenticate`, `@auth.on` handlers; owner-based scoping; Permit.io integration

-  Target: Developers
-  Origin: AI-native
-  OSS: YES - github.com/langchain-ai/langchain
-  Deploy: Self-hosted
-  Price: Free
-  Links: docs.langchain.com
-  Confidence: High

Okta Auth0

-  Protects: Agent authentication, unauthorized tool access, delegation abuse
-  How: OAuth 2.0 flows; full auditability; MCP protocol support
-  Target: Enterprise
-  Origin: Legacy IAM → Agents
-  OSS: No
-  Deploy: SaaS
-  Price: Enterprise
-  Links: auth0.com
-  Confidence: High

Ping Identity

-  Protects: Agent identity, lifecycle governance, privilege escalation
-  How: 5 pillars - Visibility, Onboarding, AuthN/AuthZ, Human Oversight, Threat Protection
-  Target: Enterprise
-  Origin: Legacy IAM → Agents
-  OSS: No

-  Deploy: SaaS, on-prem
-  Price: Enterprise
-  Links: pingidentity.com/agicntic-ai
-  Confidence: High

CyberArk

-  Protects: Machine identity abuse, secrets exposure, privilege escalation
-  How: Zero Trust for agents; automated secret rotation; agent lifecycle management
-  Target: Enterprise with PAM
-  Origin: Legacy PAM → Agents
-  OSS: No
-  Deploy: SaaS, on-prem
-  Price: Enterprise
-  Links: cyberark.com/agicntic-ai
-  Confidence: High

Strata Identity

-  Protects: Delegation chains, unauthorized tool use, credential abuse
-  How: JIT identity provisioning; OAuth OBO; policy-as-code; HITL for high-risk actions
-  Target: Multi-cloud enterprises
-  Origin: IAM orchestration → Agents
-  OSS: No
-  Deploy: SaaS
-  Price: Enterprise
-  Links: strata.io/ai-agent-identity
-  Confidence: High

Permit.io

-  Protects: Unauthorized actions, document access violations
 -  How: RBAC/ABAC/ReBAC policies; JWT validation; LangChain integration
 -  Target: Developers
 -  Origin: Auth-native → AI
 -  OSS: LangChain-Permit integration
 -  Deploy: SaaS
 -  Price: Tiered
 -  Links: permit.io/langchain
 -  Confidence: High
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Section C — Legacy Security Vendors Adding LLM

Palo Alto Networks

-  Traditional: NGFW, Prisma SASE, CASB
-  AI Features: AI Access Security (500+ GenAI apps, DLP for prompts), AI Runtime Security (prompt injection via NVIDIA NeMo), AI-SPM, Prisma AIRS
-  Launch: May 2024 (Precision AI); GA Q4 FY24
-  Integration: **Deep** - native to Strata platform, unified DLP/CASB, single management
-  Mechanism: Proxy + policy engine + NVIDIA integration
-  Link: paloaltonetworks.com/sase/ai-access-security

CrowdStrike

-  Traditional: Falcon EDR/XDR

-  AI Features: AI-SPM (shadow AI discovery), Falcon Data Protection for GenAI (browser + local apps), AI Red Team Services
-  Launch: Fal.Con Sept 2025; GenAI DLP GA Jan 2026
-  Integration: **Deep** - single sensor architecture extends to AI
-  Mechanism: Lightweight agent, browser-based
-  Link: crowdstrike.com/solutions/secure-your-ai

Microsoft Purview

-  Traditional: DLP, Compliance, eDiscovery
-  AI Features: DSPM for AI, AI-specific DLP policies (Copilot + 100+ third-party), Communication Compliance for AI, Agent 365 integration
-  Launch: Dec 2023 preview; Agent governance Nov 2025
-  Integration: **Deep** - same sensitivity labels and policies
-  Mechanism: Policy engine, browser controls
-  Link: learn.microsoft.com/purview/ai-microsoft-purview

Zscaler

-  Traditional: ZIA/ZPA, SWG, CASB
-  AI Features: GenAI Security (shadow AI, prompt DLP), Browser Isolation for GenAI, SSPM for Copilot
-  Launch: 2023 ChatGPT controls; expanded 2024-25
-  Integration: **Integrated** via platform - extends Zero Trust Exchange
-  Mechanism: Proxy-based inline inspection
-  Link: zscaler.com/products-and-solutions/securing-generative-ai

Cloudflare

-  Traditional: CDN, WAF, DDoS
-  AI Features: Firewall for AI (prompt injection, PII, toxic via Llama Guard), AI Gateway (caching, rate limiting, cost)
-  Launch: AI Gateway 2023; Firewall for AI beta 2025
-  Integration: **Moderately bolt-on** - new products leveraging edge
-  Mechanism: Reverse proxy, edge deployment
-  Link: cloudflare.com/application-services/products/firewall-for-ai

Cisco

-  Traditional: Network, ASA/Firepower, Splunk SIEM
-  AI Features: Cisco AI Defense (via Robust Intelligence acquisition) - AI Firewall, model scanning, AI Validation
-  Launch: Acquisition Oct 2024
-  Integration: **Acquisition bolt-on** - integrating into Security Cloud
-  Mechanism: Robust Intelligence tech being integrated
-  Link: cisco.com/robust-intelligence

Fortinet

-  Traditional: FortiGate, FortiSIEM, FortiEDR
-  AI Features: FortiAI-Protect (GenAI visibility, shadow AI, DLP, promptware), FortiGuard AI-Powered Services
-  Launch: 2023 FortiAI; expanded 2024-25
-  Integration: **Deep** - embedded across Security Fabric
-  Mechanism: Firewall + policy engine
-  Link: fortinet.com/solutions/enterprise-midsize-business/fortiai

Splunk (Cisco)

-  Traditional: SIEM, Log Management
-  AI Features: AI Agent Monitoring (Alpha), AI Infrastructure Monitoring (GA), LLM Observability, APM LLM Services
-  Launch: 2024-25; AI Agent at .conf25
-  Integration: **Integrated** via platform - extends Observability Cloud
-  Mechanism: OpenTelemetry instrumentation
-  Link: splunk.com/genai-observability

Datadog

-  Traditional: APM, Infrastructure Monitoring
-  AI Features: LLM Observability (GA Aug 2024), AI Agent Monitoring (GA), AI Agents Console (Preview), Sensitive Data Scanner
-  Launch: Aug 2024 GA; expanded 2025
-  Integration: **Integrated** via platform - correlates with APM/RUM/Security
-  Mechanism: SDK instrumentation
-  Link: datadoghq.com/product/llm-observability

Wiz

-  Traditional: CSPM, CNAPP
-  AI Features: AI-SPM (first CNAPP with AI-SPM Nov 2023), AI-BOM, AI Attack Path Analysis, DSPM for AI
-  Launch: Nov 2023
-  Integration: **Deep** - native Security Graph extension
-  Mechanism: Agentless cloud scanning

-  Link: wiz.io/solutions/ai-spm

Snyk

-  Traditional: SAST, SCA, Container Security
-  AI Features: Snyk Code for AI-generated code, MCP Server integration, OWASP LLM education
-  Launch: 2024-25; OWASP sponsorship Nov 2024
-  Integration: **Integrated** via platform - extends existing SAST
-  Mechanism: IDE/CI scanner
-  Link: snyk.io/solutions/secure-ai-generated-code

Tenable

-  Traditional: Nessus, Tenable One
-  AI Features: Tenable One AI Exposure (GA Jan 2026), AI-SPM, AI Aware, ExposureAI
-  Launch: AI Aware 2023; AI Exposure GA Jan 2026
-  Integration: **Deep** - part of Tenable One platform
-  Mechanism: Agentless scanning
-  Link: tenable.com/products/ai-exposure

Check Point

-  Traditional: Quantum Firewall, CloudGuard, Harmony
-  AI Features: GenAI Protect (shadow AI, DLP), AI Cloud Protect (NVIDIA partnership), Harmony DLP with GenAI
-  Launch: 2024 preview; Lakera acquisition pending Q4 2025
-  Integration: **Moderate** - SaaS portal + firewall; Lakera will bolster
-  Mechanism: SaaS + firewall policy

-  Link: checkpoint.com/solutions/genai-security

Akamai

-  Traditional: CDN, WAF, Bot Management
-  AI Features: Firewall for AI (prompt injection, PII, toxic output), API LLM Discovery
-  Launch: March 2025
-  Integration: **Moderately bolt-on** - new purpose-built product
-  Mechanism: Edge/reverse proxy
-  Link: akamai.com/products/firewall-for-ai

SentinelOne

-  Traditional: Falcon EDR/XDR, CNAPP
-  AI Features: Prompt Security acquisition - GenAI DLP, prompt injection, shadow AI, jailbreak prevention
-  Launch: 2025 acquisition
-  Integration: **Acquisition integrating** - being merged into Singularity
-  Mechanism: Agent + browser extension
-  Link: sentinelone.com/prompt-security

Rapid7

-  Traditional: InsightIDR, InsightAppSec, InsightCloudSec
-  AI Features: AI Attack Coverage (6 OWASP LLM modules), AI/ML compliance pack (Bedrock, Azure OpenAI, Vertex), LLM scanning
-  Launch: Dec 2023 compliance; June 2025 attack coverage
-  Integration: **Integrated** via platform - extends AppSec/CloudSec
-  Mechanism: DAST + compliance checks

-  Link: rapid7.com/ai-attack-coverage
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Section D — Quick Takeaways

1. **LLM Firewalls = Crowded Space**

- Lakera, Protect AI, CalypsoAI, Arthur, HiddenLayer, Pangea, Prompt Security all compete for "proxy between app and model"
- Differentiation: latency claims, threat intel sources, compliance certifications

2. **AI-SPM = Fastest-Growing Category**

- Wiz pioneered Nov 2023 → Now CrowdStrike, Palo Alto, Tenable all offer
- Prediction: Every CNAPP vendor will add AI-SPM within 12 months

3. **Model Supply Chain = Under-Adopted**

- Despite high-profile risks (malicious HuggingFace models), only HiddenLayer, Protect AI/JFrog, Bosch AIShield offer mature scanning
- Sigstore model signing emerging as open standard

4. **Agent Identity = Nascent & Fragmented**

- OpenID Foundation & CSA published standards, but most solutions (Okta, Ping, CyberArk) adapt existing IAM
- No clear leader for agentic-native identity yet
- LangChain and Permit.io lead in developer tooling

5. **Watch Acquisition Integration Delays**

- Cisco/Robust Intelligence, Palo Alto/Protect AI, Check Point/Lakera, SentinelOne/Prompt Security all mid-integration
-  Verify current feature availability, not acquisition press releases

6. **Open Source = Table Stakes**

- LLM Guard (2.5M+ downloads), NeMo Guardrails, Garak, Promptfoo, Presidio, Guardrails AI, Langfuse dominate developer mindshare
- Commercial vendors increasingly open-source components to gain adoption

7. **Common Blind Spot: Indirect Prompt Injection**

- Most vendors focus on direct prompt attacks
- Indirect injection (via documents, tool outputs, RAG retrieval) requires different detection approaches
- PromptArmor & Adversa AI specialize in this area

8. **Pricing Opacity = Universal**

- Nearly all enterprise vendors require "contact sales"
- OSS alternatives or free tiers (Pangea, Helicone, LLM Guard) may be sufficient for early-stage deployments

9. **Buyer Guide by Use Case: Building RAG Application:**

- Guardrails AI + Langfuse + LLM Guard (all OSS-first)

Agentic Workflows:

- Lasso Security + Adversa AI + LangChain auth + Portkey

Internal Copilot:

- Nightfall AI + Microsoft Purview + Credo AI

Model Fine-Tuning:

- Private AI + HiddenLayer + Sigstore signing

Shadow AI Governance:

- Wiz AI-SPM + CrowdStrike + Zscaler

10. **Regulatory Deadlines = Driving Urgency**

- EU AI Act full compliance required August 2026

- Vendors aligning to NIST AI RMF, ISO 42001, OWASP LLM Top 10 will win regulated buyers
 - Credo AI & AI Verify (Singapore) lead in compliance frameworks
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 **Report Compiled:** February 5, 2026

 **Methodology:** Primary source verification (vendor docs, product pages, GitHub, pricing pages) + reputable third-party validation

 **Quality Standard:** Evidence-based only; unknowns explicitly labeled