

Elevating Multi-Factor Authentication with Unclonable Smartphone Technology

Organization: Toothpic
Industry: Cybersecurity and MFA
Employees: < 1,000



Mission-critical priority

Julio Giuliocoluccia, CEO and co-founder at Toothpic, sought support from Gartner as the company worked to address mission-critical priorities such as advancing passwordless authentication, ensuring digital identity security, and differentiating their technology in a competitive market. The client worked with Gartner to refine their market positioning, enhance their value proposition, and increase visibility through expert guidance, research, and industry recognition.



How Gartner helped

- **Advised** on strategic positioning in the cybersecurity and MFA sector, emphasizing Toothpic's unique, patented camera fingerprint technology.
- **Developed** a comprehensive marketing and communication strategy to clearly convey the value and differentiation
- **Facilitated** analyst calls and supplied Market Guides, helping the client clarify their positioning within the cybersecurity and MFA sector and understand specific market pain points.



Outcome

With support from Gartner, the client

- **Refined** market positioning and value proposition for the first unclonable, smartphone based and passwordless authentication solution.
- **Recognition** and credibility, resulting in higher visibility among potential customers and partners through recognition as a representative Vendor in the Market Guide for User Authentication 2024
- **Created** new strategic partnerships and improved lead generation, as well as boosted engagement on platforms like LinkedIn.

"The strategic support from Gartner analysts has been invaluable in sharpening our vision and mission." - **Giulio Coluccia, CEO, and Co-Founder**