



Gartner for Startup CEOs

Building Product, Positioning and Go-to-Market Strategies to Accelerate Growth

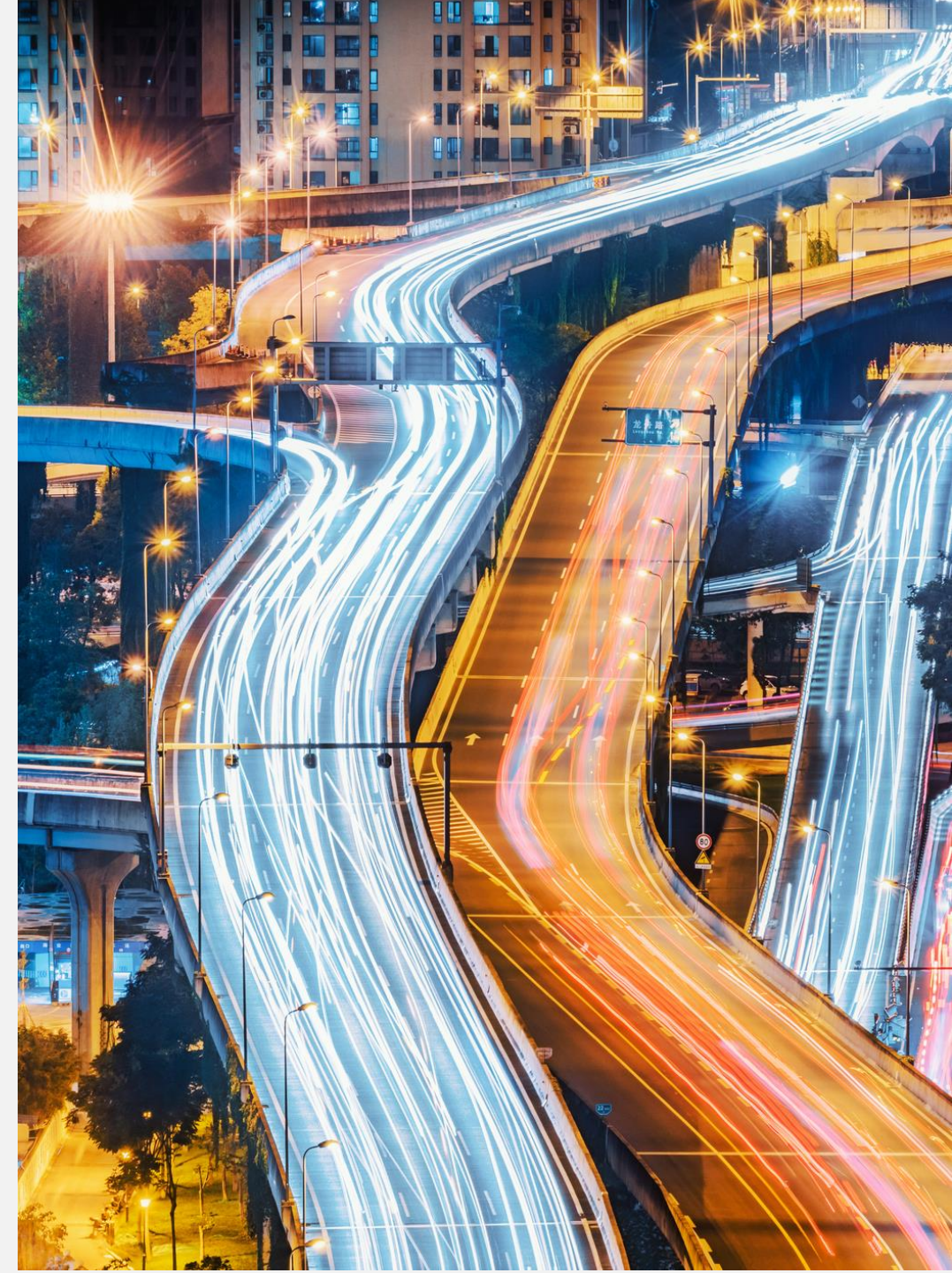
Client success story: Horangi Pte Ltd

Horangi is a Singapore-based, Asia/Pacific-focused integrated cybersecurity platform provider. Besides running a cybersecurity consulting arm, Horangi provides the Warden cloud security platform, which protects infrastructure and applications in the public cloud. With expert guidance from Gartner on go-to-market strategies and positioning, Horangi saw Warden's customer base grow 4x within a year, acquiring customers across industries, including crypto exchanges, ride hailing, banks and telcos.



Industry: Cybersecurity

Employees: 100+



“Gartner helped us accelerate our go-to-market plans for the Warden cloud security platform, resulting in 4x growth of our customer base in just 12 months.”

Raphaël Peyret, VP of Product, Horangi



Most critical priority

Horangi needed a product strategy for its Warden cloud security platform to capitalize on its unique cloud security and compliance position in the region, while accelerating go-to-market and expansion with the following strategic priorities:

- AU/APAC market for cloud security and overlap between product categories, including market leader differentiation
- Partnerships as a strong driver of growth
- Product launch timing and additional product features to differentiate from native tools
- Buyer's tech requirements and problems when considering a CSPM
- Roles involved in buying a cloud security solution
- Messaging and positioning — key terms that end users are looking for



How Gartner helped

Gartner experts provided insight and toolkits to sharpen product fit and positioning for market expansion, including:

- Briefings with key experts covering Cloud Security Posture Management (CSPM), Cloud Access Security Broker (CASB), Cloud Workload Protection Platform (CWPP), Cloud Infrastructure Entitlement Enablement (CIEM) and overall cloud security
- Validation of short-term product roadmap, with insights on longer-term product direction to maximize market opportunities
- Understanding key technical and economical buyer considerations when end users purchase cloud security offerings
- Target segments and positioning exercises to refine collateral
- New positioning statement and recommendations for cascading through to messaging and storytelling
- Go-to-market acceleration



Business impact

With Gartner support, Horangi was able to:

- Strengthen Warden's cloud security platform by launching IAM security and threat detection functionality faster thanks to early expert validation
- Clarify Warden's positioning as the APAC-focused CSPM, strongly differentiated by its support for local compliance standards and locally relevant cloud providers
- Accelerated go-to-market activity, including distributor, reseller and managed security service provider partnerships across the region
- Supply revisions based on feedback and evolving market developments
- Warden has helped support the cybersecurity talent crunch by making cloud security available to more organizations without needing large expert teams

Questions about becoming a Gartner client? Let's connect.

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