

Gartner Cool Vendors™ Research

Disruptive Technology Report on AI Cool Vendors

Key learnings from 100 innovative vendors

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40 new reports available soon

Gartner®

Radical technological innovation is creating tremendous opportunities and challenges for CIOs. Cool Vendors are democratizing AI including generative AI, amplifying digital experiences for customers and employees, and revamping approaches to cybersecurity and privacy.



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Distinguished VP Analyst



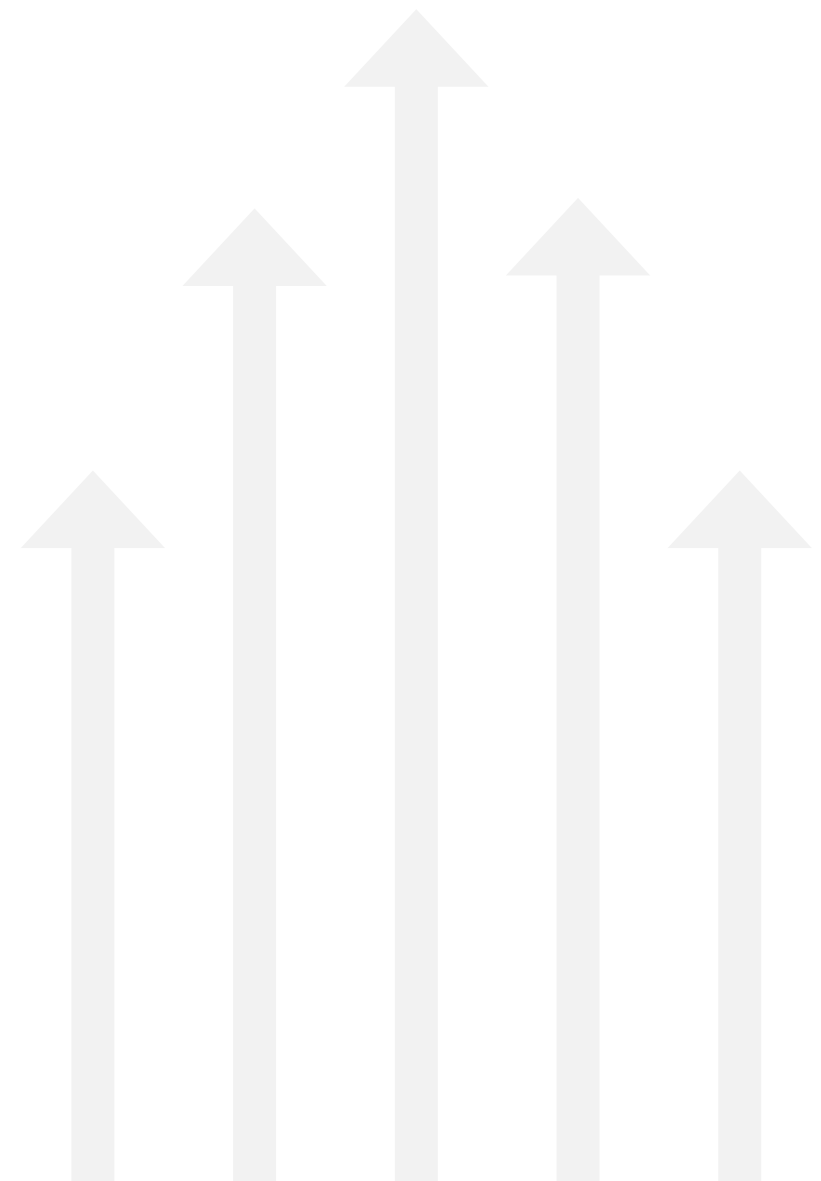
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What are Gartner Cool Vendors?

The Gartner Cool Vendors™ reports analyze lesser-known, emerging vendors that are offering potentially disruptive products or services. These reports are key to staying ahead of the technology curve, making better strategic decisions about technology and services, uncovering unique solutions and gaining competitive advantages.

Gartner's approach to Cool Vendors

Gartner expert analysts use the following guidelines and approach to identify and research Cool Vendors. A vendor must be considered innovative, impactful or intriguing in either the products or the IT services sectors. Cool Vendors are not limited to technology coolness, however — coolness may also include services or unique business models:



Innovative. The vendor has developed technologies, products, services or business models that enable users to do things they couldn't do before, in ways that are materially different from other options in the market, due to their unique or novel approach.



Impactful. The vendor offers technologies, products, services or business models that have or will have transformative business impact and that can transform a market.



Intriguing. The vendor has piqued Gartner's interest/curiosity. The vendor helps organizations to identify an upcoming trend.

Our policy for remaining objective in selecting Cool Vendors

- The vendor should be less than 10 years old.
- The vendor must not be featured in a Vendor Rating or Gartner Magic Quadrant™ report.
- The vendor must not be previously featured in a Cool Vendors report.
- The vendor must be an independent business, a discrete subsidiary (i.e., tracks or reports revenue separately) or spinoff of another vendor. In this way, subsidiaries of major vendors may be considered unless they are majority-owned entities.
- The vendor's annual revenue must be less than \$100 million.
- The Cool Vendor product needs to be available at point of submission for inclusion in a Cool Vendors report.
- The vendor must be considered innovative or transformative for IT products, services or initiatives. A Cool Vendor is not just about technology; it may also include services.
- The Gartner Cool Vendors reports do not require Gartner membership for report inclusion.

Summary of findings from more than 28 reports

Opportunities and challenges

- AI deployments and deployment opportunities are growing rapidly as generative AI (GenAI) becomes more pervasive. New solutions and approaches are required to effectively and securely bring these technologies into production.
- Enterprises need to continually expand the digital experiences available to customers and employees, and leverage technologies such as AI through Cool Vendors.
- Cybersecurity and privacy risks are highly dynamic as digital transformations occur, supercharged by AI and GenAI. Innovations are needed to attack new and emerging challenges.
- Digital transformation remains a top enterprise priority, requiring innovative solutions throughout the enterprise, including infrastructure, operations, software engineering, supply chain and marketing.

How to use this report

- CIOs and IT leaders can actively seek out nascent, nimble and innovative vendors that can assist with existing and emerging opportunities and challenges.
- Cool Vendors can be leveraged to accelerate adoption of new technologies and trends, driving faster business results. However, Cool Vendors are relatively new, small vendors that require due diligence on risks and opportunities, and close oversight in proofs of concept (POCs) and deployments.
- CIOs and IT leaders should use Gartner's Cool Vendors research to proactively understand and exploit disruptive technologies. Cool Vendors can serve as an excellent resource for both successes and failures that will help inform an enterprise's technology roadmap.

Strategic planning assumptions

By 2025,
more than 85%
of customer service software vendors will have embedded GenAI and/or augmented agent assist capabilities in their applications, up from less than 10% in 2022.



By 2025,
30%
of outbound marketing messages from large organizations will be synthetically generated.



By 2030,
70%
of devices and endpoints will implement data-in-use encryption capabilities for sensitive data.



By 2026,
at least 50%
of edge computing deployments will involve machine learning (ML), compared to 5% in 2022.



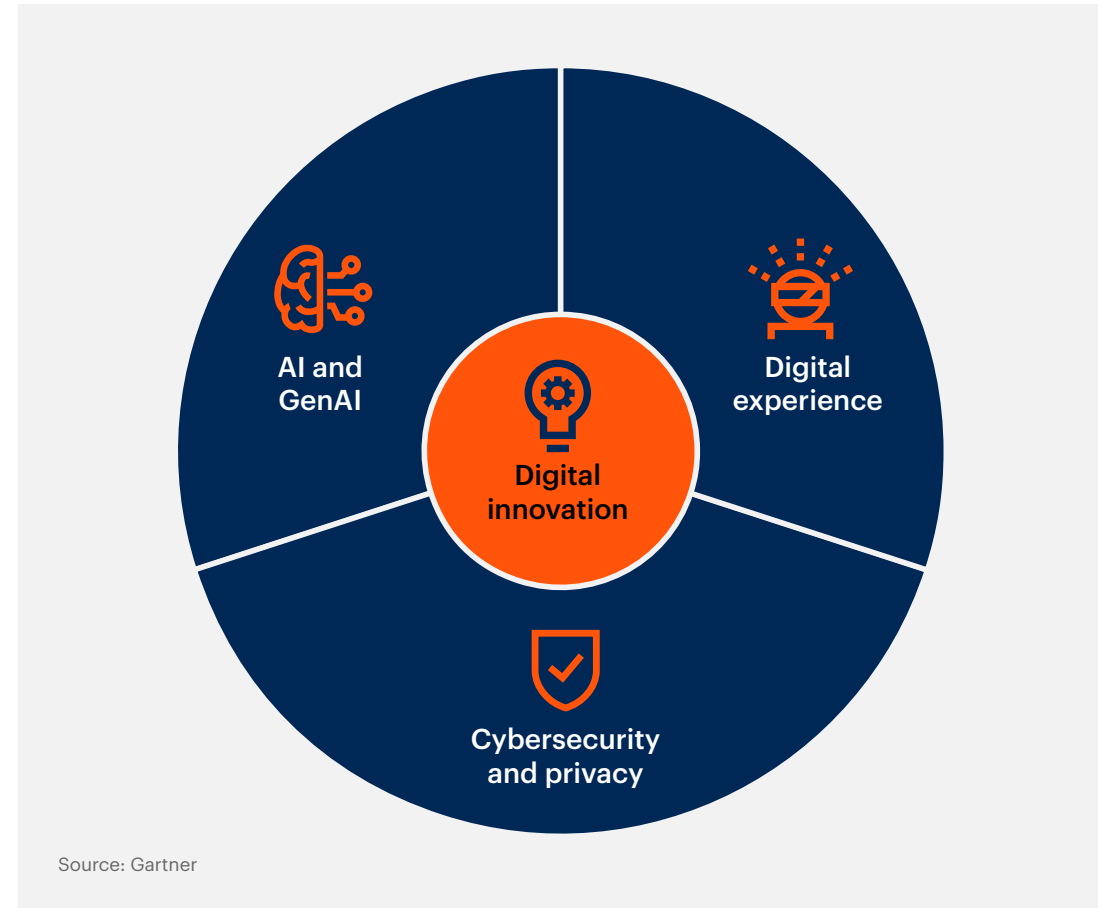
Source: Gartner

Insight from the experts

New trends are supercharging digital transformation. Gartner Cool Vendors exemplify the changes in four intertwined areas (see Figure 1):

- **AI and GenAI**
- **Digital experience**
- **Cybersecurity and privacy**
- **Pervasive digital innovation**

Figure 1: Cool Vendor Trends





AI and GenAI

AI and ML have been growing in priority. In the 2024 Gartner CIO and Technology Executive Survey, 34% of those surveyed said they had already deployed AI/ML — growing to 90% within three years. But immediate interest in GenAI was the most impressive — 34% of survey respondents said they would deploy GenAI within the next 12 months — by far the most of all technologies listed ([see our research resource center on generative AI](#)).

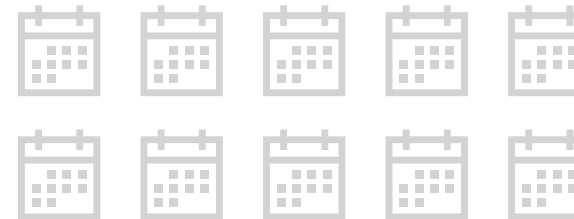
GenAI has quickly become a top driver of digital innovation, and enterprise adoption promises to be one of the fastest technology adoptions.

At its core, GenAI-enabled tools and applications respond to prompts with new, derived content based on training against massive datasets. Content created by GenAI includes language, pictures, music and software development — essentially any form of content that can be used to train a model (such as a large language model). This has profound implications to business and society. GenAI will accelerate and expand digital transformation in many ways — and enterprise adoption promises to be one of the fastest technology adoptions ever. Cool Vendors are providing innovative ways to leverage AI and GenAI in areas like customer service, bid creation and response, real-time data synthesis, and fraud detection and handling.



Digital experience

Digital transformation includes the digital experience of customers and employees, blurring the boundary between physical and digital. Human interactions with the digital world will become more natural, and human interactions with the physical world will be augmented with digital capabilities. GenAI, in particular, will be rapidly deployed to improve employee productivity and to interact with customers. In the same Gartner CIO survey, 11% of respondents said they had already deployed a multiexperience development platform, with 52% expressing plans to deploy within three years. This year's Cool Vendors are using AI and other technologies to completely change the digital commerce experience, augment and expand user interfaces for employees and customers, and stretch the boundaries of experience with metaverse and immersive solutions.



34%

of survey respondents said they would deploy GenAI within the next 12 months.

Source: Gartner



Cybersecurity and privacy

The survey also showed that cyber/information security was the No. 1 technology getting increased investment (80% of respondents). As AI/ML technologies (and GenAI) are adopted throughout the enterprise, and as digital transformation expands, geopolitical, operational, cyber risk and privacy concerns are only growing, and investments will be needed to match the challenge. Cool Vendors are focused on enabling granular control of data access to enable secure sharing, privacy as code, real-time security risk identification and innovations to deliver secure software at scale.



80%

of respondents said **cyber/information security** was the No. 1 technology getting increased investment.

Source: Gartner



Digital innovation

According to the same survey, 42% of CIOs indicated that they would be focusing personal time and attention on embedding digital information and technology in their business strategies. Cool Vendors help drive digital innovation throughout the enterprise with cloud and edge computing, increased automation and AI in IT operations, unique solutions to enhance the digital supply chain and technologies that help enterprises understand their customers in real time.



42%

of CIOs indicated that they would be focusing personal time and attention on **embedding digital information and technology** in their business strategies.

Source: Gartner

The Gartner Cool Vendors research

crosses a spectrum spanning business functions, industries and critical IT, security, and data and analytics roles. This year, Gartner analysts profiled more than 100 vendors in 28 reports. Here is a list of our current reports.

AI and Generative AI

- Cool Vendors in Customer Service and Support Technology
- Cool Vendors in Generative AI for B2B Sales
- Cool Vendors in Applying Generative AI for Banking
- Cool Vendors in Sourcing and Procurement Technology
- Cool Vendors in Talent Acquisition for Driving Speed and Quality in Hiring
- Cool Vendors in Data and Analytics Programs and Practices

Digital Experience

- Cool Vendors in Digital Commerce
- Cool Vendors for Metaverse in Immersive Experiences
- Cool Vendors in Software Engineering: User Experience
- Cool Vendors in Digital Workplace Applications
- Cool Vendors in Composable Customer Engagement Platforms

Cybersecurity and Privacy

- Cool Vendors in Data Security
- Cool Vendors in Privacy, 2023
- Cool Vendors for the Modern Security Operations Center
- Cool Vendors in Identity-First Security
- Cool Vendors in Platform Engineering for Scaling Application Security Practices
- Cool Vendors in Cybersecurity, China

Digital Innovation

- Cool Vendors in Software Engineering: Improving Digital Resilience
- Cool Vendors in Cloud That Drive Business Disruption
- Cool Vendors in Quantum Computing
- Cool Vendors in Edge Computing
- Cool Vendors in Cross-Functional Supply Chain Management Technology
- Cool Vendors in Logistics Technology
- Cool Vendors in Capital Investment Management Software
- Cool Vendors for Improving Technology Marketing Effectiveness
- Cool Vendors for Communications Service Providers
- Cool Vendors in Container Management
- Cool Vendors in Monitoring and Observability: Where Awareness Meets Understanding



If you are interested in accessing one or more of these reports, please complete the form [here](#).

Actionable, objective insight

Explore these additional complimentary resources and tools:

Tool

Confidently Manage the Technology Evaluation Process

Streamline your team's path to better technology decisions — fueled by industry-leading Gartner insight.

Community

Leverage Gartner Peer Insights™

Access over 655,000 Gartner-verified ratings and reviews.

Conferences

Guiding CIOs and IT Executives to Accelerate Digital Business

Join us at our CIO conferences to discover world-class insights to help you drive your mission-critical priorities.

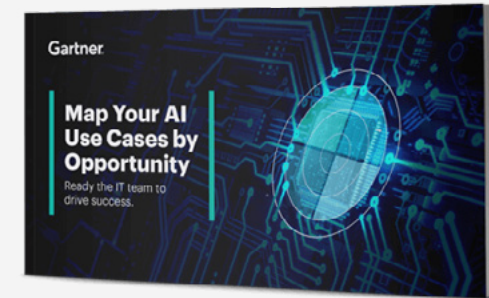
Tool

Accelerate Your Initiatives

Explore our full portfolio of Initiative Accelerators to support all your mission-critical priorities.

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Get AI Ready — What IT Leaders Need to Know and Do

Ready your enterprise to capture AI opportunities and bolster your cybersecurity, data and AI policies and principles.

[Map your own AI ambitions here.](#)

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