

**KNOWLEDGE BRIEF**

**TrapX DeceptionGrid is Recognized as Clear  
Technology Leader in the Global Deception  
Technology Market**

**KNOWLEDGE BRIEF**

**BY**



## **TrapX DeceptionGrid is Recognized as Clear Technology Leader in the Global Deception Technology Market.**

---

TrapX DeceptionGrid product provides advanced deception technology supporting enterprise organizations in strengthening their threat detection and response measures with significantly low false positives. TrapX provides multi-tier approach by combining network emulation traps with the real OS to offer a deep level of engagement and support enterprise-grade scalability.

Quadrant's research findings, along with key takeaways from the briefing include:

- ◆ DeceptionGrid multi-tier approach by combining network emulation traps with real OS offers a deep level of engagement and support enterprise-grade scalability. The comprehensive technology capability positions TrapX as the industry-leading provider of deception technology solution across all deception use cases.
- ◆ The majority of the deception tools available force a tradeoff between deep deception at low scale (virtualized decoys) and low interaction at large scale /TrapX has innovated the market by combining emulated decoys which can proxy attacker activity to high interaction decoys supporting deep deception at enterprise-grade scalability.
- ◆ TrapX leads the Deception market for use cases covering operation technology and IoT
- ◆ TrapX product strategy and roadmap is in line with the evolving threat landscape to provide comprehensive protection against next generation of targeted, smart, adaptive malware attacks, and automated attacks across an IT, OT (operational technology), IoT (internet of things), and cloud infrastructure environment.
- ◆ TrapX has demonstrated strong customer ownership experience with ease of use and frictionless deployment without requiring changes to the existing network.
- ◆ TrapX has also been leading the deception technology category by being the first to build a DeceptionNet community for sharing deception strategies and trap types to deceive advanced cyber-attacks.

- ◆ TrapX, with the highest overall ratings across technology excellence and the custom impact parameters, has been positioned as the clear technology leader in the global deception technology market.

## Overview of the Deception Technology Market

---

Deception technology helps organizations to detect, analyze, and prevent threat in real-time by creating a network of deception decoys or traps that mimics the organization's technology assets across the infrastructure. Organizations can build, deploy, and manage an entire deception environment using decoys to replicate the actual technology assets across endpoint, network, and application infrastructure environment. Deception technology puts the organization in an advantageous position by providing accurate detection in the early stage of attacks and giving enough time to analyze and defend against the advanced, insider, and targeted attacks.

Deception technology has evolved significantly from the use of honeypots with static capabilities to offer simple network emulation to an advanced, automated deception platform which offers dynamic deception to effectively detect, deceive, and defeat the sophisticated, targeted, and well-funded attacks. Deception technology market includes vendors with varying degree of technology solutions to support various use cases from basic to the advanced threat detection, threat hunting and investigation, and active engagement with cybercriminals to detect, analyze, and prevent attacks in real-time.

Deception technology offers a unique value proposition for threat detection and response, positioning organizations into the driving seat and actively engaging with cyber criminals with the use of fake deception environment. The approach has proven to provide accurate threat detection in the early stage of attacks with significantly less or almost zero false positives. When integrated with other security technology stake, deception technology substantially improves the effectiveness of threat detection, threat hunting and investigation, remediation, and incident response processes.

Large enterprise organizations often spend significant resources in deploying and managing various threat detection technologies, including user & entity behavior analytics (UEBA), endpoint detection & response (EDR), security information & event management (SIEM), firewall, and such others. While this approach is proven to defend organizations against the advanced threat

landscape, it requires significant resources to gather, manage, and analyze a large volume of datasets to detect and prevent attacks. Deception technology offers a unique value proposition for threat detection and response, positioning organizations into the driving seat and actively engaging with cyber criminals with the use of fake deception environment. The approach has proven to provide accurate threat detection in the early stage of attacks with significantly less or almost zero false positives. Deception technology promises to strengthen the organization's defense-in-depth strategies to significantly improve threat detection and response processes. When integrated with other security technology stake, deception technology substantially improves the effectiveness of threat detection, threat hunting and investigation, remediation, and incident response processes.

## SPARK Matrix Analysis of the Global Deception Technology Market

*TrapX has secured the highest overall ratings in the global market*

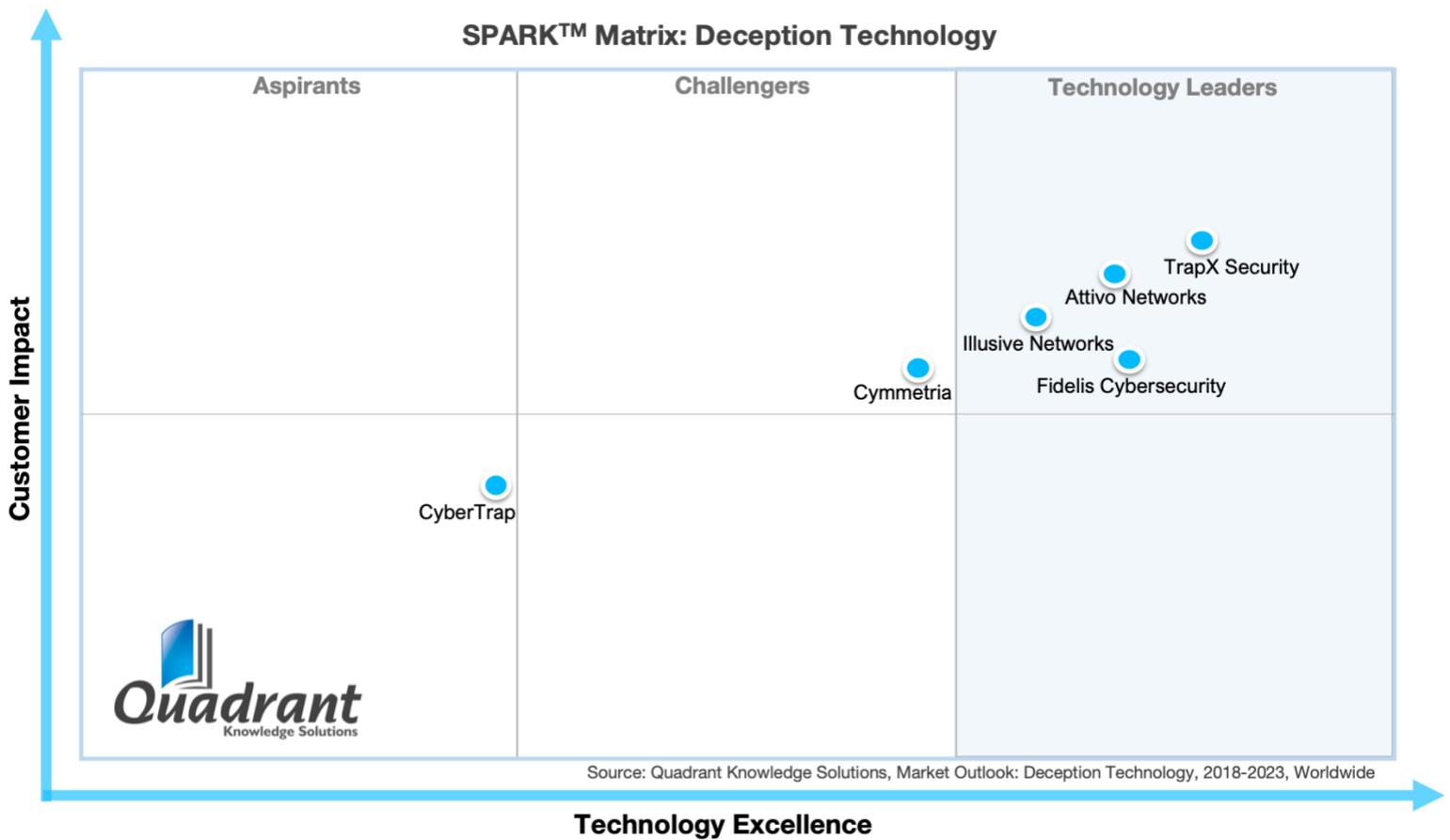
Quadrant Knowledge Solutions conducted an in-depth analysis of the major deception technology vendors by evaluating their product portfolio, market presence, and value proposition. The deception technology market outlook provides competitive analysis and a ranking of the leading vendors in the form of proprietary SPARK Matrix. SPARK Matrix analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. The evaluation is based on the primary research with expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall deception technology market.

Technology Excellence	Weightage
Sophistication of Technology	20%
Competitive Differentiation Strategy	20%
Application Diversity	15%
Scalability	15%
Integration & Interoperability	15%
Vision & Roadmap	15%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Service Excellence	15%
Unique Value Proposition	15%

According to the SPARK Matrix analysis of the global deception technology market, TrapX, with its robust and comprehensive DeceptionGrid platform has secured strong ratings for the overall parameters of technology excellence and customer impact. TrapX has emerged as the technology leader in the SPARK Matrix of the global deception technology market.

**Figure: SPARK Matrix**  
 (Strategic Performance Assessment and Ranking)  
 Deception Technology Market



## TrapX Capabilities in the Global Deception Technology Market

---

Founded in 2012 and headquartered in San Jose, CA, TrapX is the leading innovator in the cyber deception technology. TrapX DeceptionGrid, with its adaptive deception and defense capability, helps organizations in protecting against malicious insiders, advanced unknown, and targeted attacks. TrapX provides comprehensive multi-tier deception capability with its Deception Token, Active Traps, Emulated Traps, and FullOS Traps.

- ◆ **Deception Tokens:** Deception Tokens are used to bait and divert attackers away from organizations assets and direct them into the traps. Active Traps creates multiple false network traffic between the deployed Traps to confuse the attackers further.
- ◆ **Emulated Traps:** TrapX's medium interaction patented Emulated Traps emulates servers, databases, workstations, network switches, routers, and other IT, OT, and IoT assets to deceive attackers. Additionally, with Dynamic Deception capability, DeceptionGrid solution enables traps (decoys) to shift continuously to create a moving minefield and enhances the effectiveness of defenses against advanced threats. TrapX, with its DeceptionNet community, offers several templates for industry-specific devices including medical devices, ATMs, point-of-sale terminals, SWIFT assets for financial services, manufacturing devices, IoT devices, and such others. TrapX also offers build-your-own-trap (BYOT), enabling organizations to deploy tailor-made traps to support their native infrastructure environment.
- ◆ **FullOS Traps:** Once the attacker engages deeply with emulation traps, TrapX offers the high interaction full operating system (FullOS) traps to extend the illusion for deep diversion and engagements. The FullOS traps enable organizations to clone their actual production servers to deceive attackers further.
- ◆ **DeceptionNet Community:** The community enable cybersecurity teams to collaborate and exchange deception strategies, traps/decoys, best practices, and third-party connectors to enhance the effectiveness of deception measures.

With the recent enhancements, TrapX enables organizations to create traps (decoys) that mimic user activities and act like real exploited users. The

artificial users inside a sophisticated cyber trap effectively expose the cybercriminals and their latest tactics. TrapX has also added Hacker Tracker capability to track hackers back to their command and control locations. Additionally, the company continues to partner with industrial manufacturing firms to strengthen its deception capabilities with enhanced coverage for industry-specific OT and IoT devices. TrapX has recently partnered with Rockwell Automation and Siemens to help industrial companies create traps that perfectly mimics these industrial controllers.

## Analyst Perspectives

---

TrapX DeceptionGrid with its multi-tiered "Deception in Depth" architecture is capable of providing a complete set of endpoint lures, network traps, and application traps to entice, engage, and trap the most sophisticated cybercriminal in real-time. TrapX advanced multi-tier deception approach is well recognized amongst its customers for strengthening their threat detection and response strategies with advanced deception technology. DeceptionGrid platform helps organizations to maximize deception surface to achieve deep engagement with fake decoys to quickly detect threats, determine their intention, prevent attacks, and gather detailed forensics for an effective investigation.

The DeceptionGrid platform, with powerful automation to support enterprise-grade scalability, ease of use & deployment, and comprehensive functionalities to support a wide range of deception use cases offers strong customer ownership experience across deception use cases. TrapX with its sophisticated technology platform offers differentiated value proposition with its DeceptionNet Communality to augment enterprise deception strategies, bring-your-own-trap (BYOT) to create organization-specific custom traps, attack intelligence, automated forensic analysis, and such others. TrapX has also demonstrated its value proposition to support industry-specific use cases for financial services, manufacturing, healthcare, and data center & cloud verticals. The company continues to enhance its technology value proposition with continued investments towards supporting industry specific IoT and OT assets, making DeceptionGrid advanced threat ready, and improving integration for threat remediation and response.

According to the Quadrant's evaluation and analysis, TrapX DeceptionGrid platform, driven by its sophisticated functional capabilities, application diversity, competition differentiation, and compelling product strategy and roadmap, is well positioned to offer deep dynamic deception at enterprise-

grade scale to protect organizations against evolving IT, OT, and IoT threat landscape. TrapX has secured the highest overall ratings across technology excellence and the custom impact parameters and has been positioned as the clear technology leader in the global deception technology market.