

# Elevating Cybersecurity Through Risk-Aware Business Decisions

Transforming Exposure Management Into  
Strategic Insight Across the Enterprise

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# From Visibility to Strategy: Why CISOs Must Evolve to Exposure Management

The cybersecurity landscape is evolving – from managing vulnerabilities to managing total exposure across the environment. Exposure management builds on traditional vulnerability management by adding richer context around assets, identities, configurations, and the external attack surface, enabling a more holistic view of risk.

In addition, the volume of exposures has gone up exponentially, and attackers armed with AI are exploiting these faster than ever, within hours of their discovery.

Leading organizations are operationalizing **Continuous Threat Exposure Management (CTEM)** – bringing together asset visibility, threat intelligence, and contextual risk to manage exposure continuously and strategically.

At the center of this evolution is the **Risk Operations Center (ROC)** framework. ROC doesn't just detect vulnerabilities – it operationalizes risk. It aligns security actions with business impact, automates remediation, and delivers board-ready insights that elevate cybersecurity from a technical function to a strategic enabler.

Exposure management via a risk management center is no longer optional – it's foundational to resilience, reputation, and regulatory readiness. The move to an ROC isn't just a technology shift – it's a leadership decision.



# Unseen, Unmanaged, Unprotected: The Risks of Outdated Security Practices

Failing to adopt comprehensive exposure management exposes organizations to critical business risks far beyond cybersecurity alone.



## Blind Spots in the Attack Surface

Fragmented tools provide isolated coverage for individual asset types. What's missing is the relationship between these assets and the collective risk of exposures to the business.



## Delayed Decision-Making

Without real-time prioritization and contextual risk scoring, security teams struggle to respond quickly and effectively.



## Board-Level Accountability Without Answers

When high-profile vulnerabilities make headlines, executives demand immediate clarity on exposure and response. Incomplete visibility and siloed data make it difficult to deliver confident, data-backed answers.



## Operational Inefficiency and Burnout

Manual workflows and disconnected systems slow down remediation and increase overhead. Security teams face fatigue and resource drain from repetitive, avoidable tasks.



## Competitive Disadvantage

Organizations that adopt modern exposure management achieve greater risk reduction, lower overall exposure, and stronger compliance outcomes.



## Higher Long-Term Costs

The cost of inaction includes breach recovery, regulatory penalties, reputational damage, and lost revenue.

Source: "2024 Midyear Threat Landscape Report," Qualys

# Qualys Delivers a High-Value Customer Experience

Peer review platform SoftwareReviews recognizes Qualys as an Emotional Footprint Champion in the 2025 Vulnerability Management category.



## What is the Emotional Footprint?

SoftwareReviews evaluates 27 aspects of the customer relationship using a Net Promoter methodology. These ratings include provocative, detailed questions on the experience of working with the vendor, creating a powerful indicator of overall user sentiment.

**+92**  
Net Emotional Footprint

## Leading Customer Satisfaction

Qualys' customers provide overwhelmingly positive reviews, giving it a +92 Net Promoter Score.



It **integrates** with most of the other security products on the market, the **support is awesome**, and it offers a **lot flexibility** when it comes to APIs as well.

– IT User, Manufacturing

## Champion Performance

The SoftwareReviews Diamond highlights which technology providers deliver a high-value customer experience.



# The New Standard in Cybersecurity: ROC and the Rise of TruRisk™

## What Is TruRisk?

TruRisk is a modern approach to prioritizing security issues based on real-world impact to your organization. The same **Common Vulnerabilities and Exposures (CVE)** will have different TruRisk scores for two different organizations. Traditional scoring systems like **Common Vulnerability Scoring System (CVSS)** often overemphasize theoretical risk, ignoring context such as asset exposure, exploitability, and business value.

### TruRisk Factors

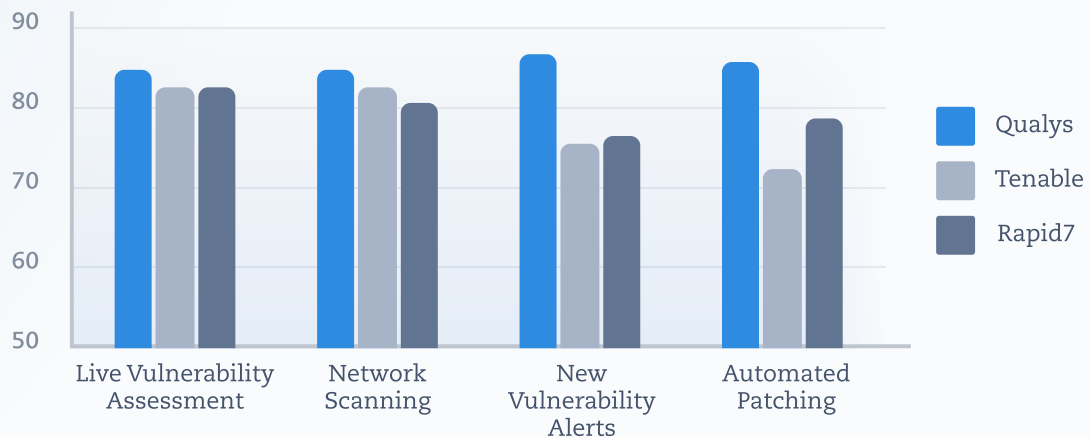
- ▶ **Exploitability:** Is the vulnerability actively being exploited in the wild?
- ▶ **Asset Criticality:** Does the affected system hold sensitive data or does it power critical operations?
- ▶ **Exposure Level:** Is the asset internet-facing, cloud-based, or isolated?
- ▶ **Threat Intelligence:** What do external feeds say about emerging risks?

By calculating TruRisk, organizations can focus on what truly matters, reducing the most dangerous exposures first rather than chasing every alert. This leads to smarter resource allocation, faster remediation, and stronger resilience.

**Qualys is highly rated by customers over key competitors on the most important features of a vulnerability management solution.**

## Qualys Is Highly Rated

End-User Ratings of Vulnerability Management Features

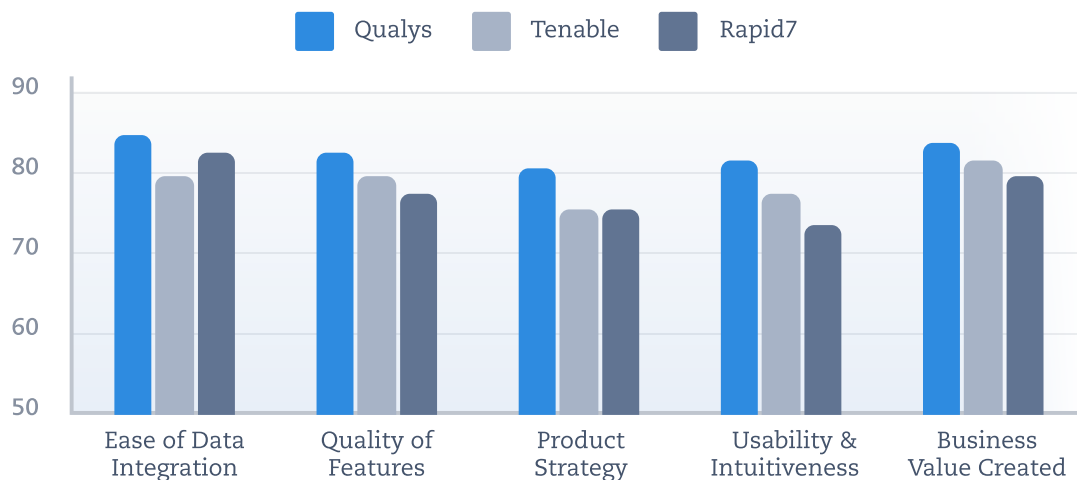


## Qualys Leads in the Capabilities That Matter Most

As a leader in the Vulnerability Management category, Qualys continually invests to keep pace with the ever-changing threat landscape. This dedication to innovation has resulted in Qualys leading the competition in the features that are important to the market.

**Customers prioritize robust capabilities in the Vulnerability Management category, where Qualys consistently outperforms competitors.**

### Qualys Scored High for Key Capabilities



Qualys' shift toward exposure management aligns with industry trends and customer needs for holistic risk visibility. The ROC framework and Enterprise TruRisk Management (ETM) platform demonstrate a mature understanding of modern cybersecurity challenges, offering differentiated value through automation, contextual intelligence, and strategic prioritization.



We left Tenable.io due to both **costing issues** and **inefficient support staff**. Having worked with Tenable.sc and Nessus Professional in previous roles, **exposure to their support team has shown a lack of compassion and expertise** in their frontline support staff.

– Operations Manager, Technology

# Qualys Enterprise TruRisk Management (ETM) Is the Next Frontier of Cybersecurity Protection

Qualys ETM is an AI-powered cloud platform designed to unify asset inventory, aggregate risk factors, and integrate threat intelligence for comprehensive risk visibility. It prioritizes risks based on business context and orchestrates response actions to streamline mitigation and compliance.

With ETM, organizations are able to measure cyber risk in business terms, communicate effectively through executive reporting, and eliminate threats by tracking and patching vulnerabilities and misconfigurations.



**Multisource Intelligence Integration:** Aggregates data from over 25 threat intelligence sources, incorporating vertical-specific threat lenses and continuously being enriched by an award-winning threat research team.



**Contextual Risk Prioritization:** Goes beyond CVSS scores to assess real-world exploitability and business impact.



**Comprehensive Asset Coverage:** Includes on-prem, cloud, digital, known, and unknown assets.



**Identity-Aware Risk Assessment:** Incorporates identity context to assess exposure severity.



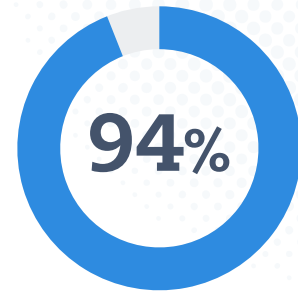
**Automated Remediation Workflows:** Facilitates rapid response through mitigations, including compensating controls when patches are unavailable or cannot be deployed.



I think its **intuitive dashboard capability** and its one agent, one view, which covers multiple modules, are really interesting and different from other vendors. **Its risk score and risk prioritization are also game changers.**

– Operations User, Finance

# ETM Brings Advanced Capabilities to Your Security Layer



Users Agree Qualys  
Continuously Improves  
Their Software

## 1. Holistic Exposure Management vs. Legacy Vulnerability Scanning

Some platforms (e.g. Rapid7, Tenable) focus narrowly on CVEs and known vulnerabilities. ETM includes misconfigurations, identity-based risks, policy gaps, and unknown assets delivering true exposure management across hybrid environments.

## 2. Contextual Risk Prioritization vs. Static Scoring

Legacy tools rely heavily on CVSS scores and lack business context. ETM uses exploitability validation, asset criticality, identity context, and threat intelligence to prioritize what matters most to your organization.

## 3. Unified Intelligence vs. Fragmented Feeds

While competitors offer integrations, ETM natively ingests data from 25+ threat intelligence sources, including vertical-specific threat lenses. This enables faster correlation, normalization, and decision-making.

## 4. Automation-Driven Remediation vs. Manual Workflows

ETM supports natural-language queries, automated ticketing, and direct remediation actions (e.g. patching, isolation) without human bottlenecks. This reduces dwell time and operational overhead.

## 5. ROC vs. Siloed Dashboards

ROC is a strategic framework that aligns security operations with business risk. It enables CISOs to communicate clearly with boards, track exposure reduction over time, and operationalize security.

## 6. Migration Simplicity vs. Vendor Lock-In

ETM offers seamless onboarding, single-agent architecture, and no hidden professional services.

# Using Qualys Secures the Future of Your Company

When selecting a security partner it is important to choose a provider that you can count on to both prevent threats and be there in the event of an emergency.

**Qualys users overwhelmingly agree that their expectations are not only met but consistently exceeded with Qualys supporting their vulnerability management objectives.**

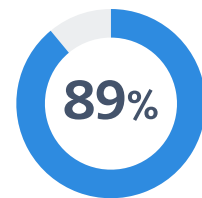
## Qualys Exceeds Expectations

End Users Rate Qualys' Service Experience Highly



## Qualys Forms a Critical Part of Your Security Infrastructure

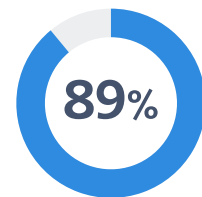
With the ability to continuously monitor all your assets – whether on-prem, in the cloud, containers or endpoints – Qualys CSAM monitors more assets, including external-facing ones.



Users Indicating Qualys Is Critical to Their Professional Success

## Users Recommend Qualys

As one of the most recommended VDMR platforms, join more than 10,000 subscription customers across 130 countries, including a majority of the Forbes Global 100, that rely on Qualys.



Users Are Highly Likely to Recommend Qualys VDMR to Their Peers and Colleagues



It is **easy to implement** and does patch management with a single click.

– IT User, Manufacturing

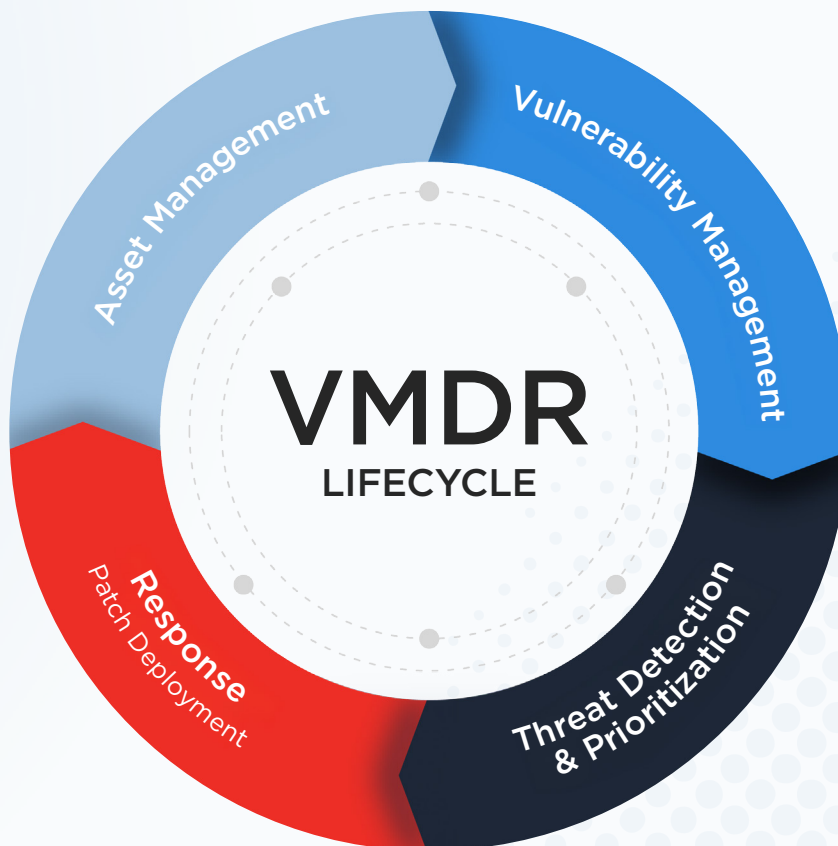
## About Qualys

Qualys, Inc. (NASDAQ: QLYS) is a leading provider of disruptive cloud-based security, compliance, and IT solutions, with more than 10,000 subscription customers worldwide, including a majority of the Forbes Global 100 and Fortune 100. Qualys helps organizations streamline and automate their security and compliance solutions onto a single platform for greater agility, better business outcomes, and substantial cost savings.

**TruRisk Eliminate users have 40% faster MTTR than traditional patch solutions. Approximately 140 million patches were deployed in the past year.**

### Full Attack-Surface Visibility

- ▶ Known and unknown assets
- ▶ Internal and external assets
- ▶ On-prem and multicloud assets
- ▶ Third party, infrastructure, code, identity, IoT/OT, cloud/container, and more



## About Info-Tech Research Group and SoftwareReviews

This report is prepared with insights and research from Info-Tech Research Group and its SoftwareReviews division.

Info-Tech Research Group provides IT research and advisory services. It offers unbiased research to help IT leaders and CIOs make informed decisions. Info-Tech also provides executive coaching and works with IT teams to provide tools and guidance. One such tool, provided to technology leaders and decision-makers across industries, is SoftwareReviews.

SoftwareReviews equips tech leaders with valuable insights through independent customer surveys and interviews with verified users. This unique methodology provides real-world customer sentiment and data (up to 130 data points!) to help buyers make informed software choices.



### SoftwareReviews Vulnerability Management Coverage

SoftwareReviews covers 11 vendors in the Vulnerability Management category and has 340 detailed, user-generated reviews.

Data in this report was sourced from the March 2025 Vulnerability Management Emotional Footprint Report.

# SoftwareReviews Emotional Footprint Methodology

SoftwareReviews collects user insights that help organizations more effectively choose software that meets their needs, measure business value, and improve selection.

Data and insights shown in this report were gathered from **340** validated users from the **Vulnerability Management** category.

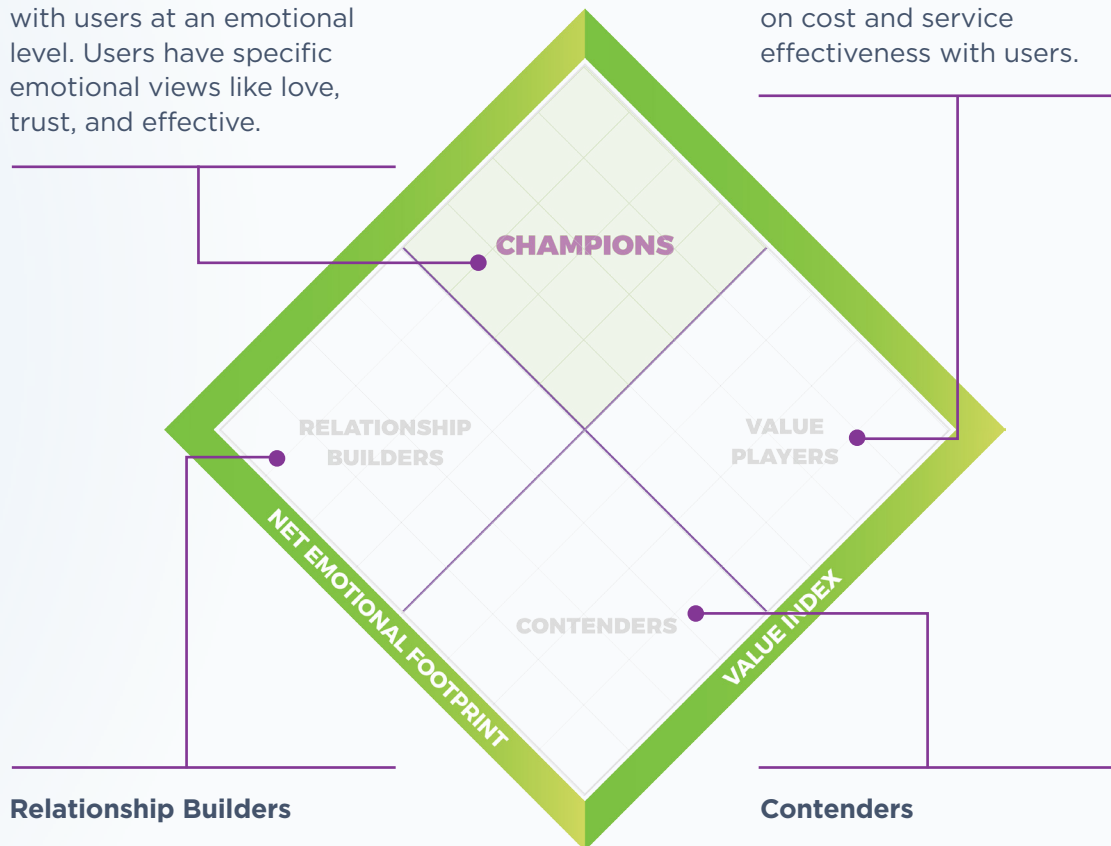
Rankings, results, and positioning on SoftwareReviews reports is based entirely on end-user feedback solicited from a proprietary online survey engine.

## Champions

Products that resonate highly with users at an emotional level. Users have specific emotional views like love, trust, and effective.

## Value Players

Products that succeed on cost and service effectiveness with users.



## Relationship Builders

Products that are bulletproof and focus on fulfilling the core needs with steady support, not the latest feature.

## Contenders

Products seen as good in some areas and trailing in others. Users look to these for innovation at the edge but aren't committed fully.



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