

Application Whitelisting

What the Industry's Research Companies are Saying



Gartner

Gartner has done research on innovative vendors in application control. These vendors include Trend Micro, Carbon Black and PC Pitstop.

Gartner stated:

“Application control and whitelisting solutions can put endpoints into a stronger default-deny posture against unknown and potentially malicious software. Solutions come from a variety of market segments and, because they offer a potentially powerful endpoint protection alternative, are gaining mind share and deployment.”

Sources: PC Pitstop cited as an Innovative Vendor in Application Control in the Gartner Event Summary: Gartner Security & Risk Management Summit 2016 — London, report published 27 October 2016 by Gartner

Application Control and Whitelisting for Endpoints -- report published 10 March 2011

Forrester

Another leading research organization, Forrester, recognized PC Pitstop as an application whitelist vendor. According to the report, “application whitelisting is a form of application control by which only trusted applications/processes are allowed to run, while everything else — including potentially malicious code — is blocked by default.

Forrester stated:

“...whitelisting's success is primarily fueled by its effectiveness at preventing zero-day malware...”

Sources: PC Pitstop cited as an Application Whitelist Vendor in TechRadar: Endpoint Security, Q1 2017 -- Chris Sherman, 27 January 2017

Why Application Whitelisting is Essential for Advanced Threat Defense -- Jaap Sander De Vries, 16 July 2015



PC Matic Pro was named the Gold winner for the Most Innovative Product of the Year - SMB