TOP STORIES
MARKETPLACE WATCH
New software, new vendors, and a few you may not have heard of | SPONSORED BY FirstMarketplace

New for 2 November - TOP STORIES #191

Here are this week's featured vendors. A complete list of vendors available through FirstMarketplace can be found here.
Click on a vendor logo to visit that company's website.

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renerva Company Overview

Renerva is the software supplier division of Flexera, headquartered in Itasca, Illinois. Its heritage dates back to InstallShield in 1987, and the division was launched under the Revenera name on 28 May 2020, shortly after Flexera acquired software usage analytics specialist Revulytics. Flexera is privately held, backed by Thoma Bravo and TA Associates, and serves more than 50,000 customers across both divisions. Mike Jerich was named Flexera President and CEO in July 2026, succeeding Jim Ryan.

Revenera positions itself as a software and AI monetisation platform that lets producers launch subscription, usage, credit and hybrid pricing across Software as a Service (SaaS), on-premises, edge, disconnected and air-gapped deployments without building licensing systems in-house. It claims more than $75 billion of software revenue monetised for customers including Siemens, Honeywell, GE HealthCare, Eaton, Advantest, Mastercam, TechSmith, SimCorp and HP Anywhere (Teradici). The company received Frost & Sullivan's 2026 Global Product Leadership Recognition in software value chain enablement, and a commissioned Forrester Total Economic Impact study reports 426% return on investment over three years with payback inside six months.

Products and Services

Notice - USA spelling is preserved as this relates to USA named products and services.

- **Software Monetization Platform**, unified monetisation foundation covering entitlements, licensing, metering and compliance across every deployment model.
- **FlexNet Operations**, centralised entitlement management and fulfilment with quote-to-cash automation and 360-degree visibility of customer entitlements.
- **FlexNet Licensing**, licence enforcement and enablement for desktop, server, embedded, cloud and device software.
- **Dynamic Monetization**, consumption and metering engine supporting usage-based, credit-based and hybrid pricing.
- **AI Monetization**, packaging and pricing support for monetising AI features through usage and credit models.

cymulate Company Overview

Cymulate is an Israeli cybersecurity vendor headquartered in Holon, Israel, with a US base in Dallas and offices in London, Pune, Singapore and Fourways in Johannesburg. It was founded in 2016 by former Israel Defense Forces (IDF) intelligence officers and cyber researchers, and is led by co-founder and CEO Eyal Wachsman, with co-founder Avihai Ben-Yossef as CTO (Chief Technology Officer). The company closed a $70 million Series D led by One Peak, with Susquehanna Growth Equity, Vertex Ventures Israel, Vertex Growth and Dell Technologies Capital, taking total funding to $141 million. It employs around 280 people and serves more than 1,000 customers in 50 countries.

cymulate positions itself as an agentic cyber defence engineering platform that continuously proves whether existing security controls stop real threats, then prioritises and automates the fixes. Its Vero AI engine tailors attack simulations to each customer's environment and converts findings into control updates, so organisations get more out of the security tools they already own. Customers include Banco PAN, RBI, Globeleq, Axis Max Life Insurance, Hitachi Energy and LV=, and the company was recognised as a Customers' Choice in the Gartner Peer Insights Voice of the Customer report for Adversarial Exposure Validation, released on 27 August 2026

Products and Services

- **Cymulate Platform**, unified agentic cyber defence engineering platform to prove, prioritise and adapt security against current threats.
- **Cymulate Exposure Validation**, continuous automated breach and attack simulation (BAS) and adversarial testing of threats, controls and exposures, with a daily threat feed and a 24-hour service level agreement for new United States Computer Emergency Readiness Team (US-CERT) advisories.
- **Vero AI**, artificial intelligence (AI) engine that designs environment-specific offensive tests and turns results into prioritised, automated mitigation.
- **Cymulate Auto Mitigation**, automated security control updates and virtual patching pushed through trusted integrations.
- **Cymulate CTEM**, Continuous Threat Exposure Management (CTEM) module validating what is actually exploitable and driving remediation across teams.
- **Cymulate Cowork**, agentic AI workflows that automate validation, analysis and action for cyber defence teams.

- **Compliance Intelligence**, detection of unlicensed and pirated use, with piracy response capabilities to convert it into revenue.
- **Software Delivery and Updates**, secure electronic distribution of software, updates and patches to end customers.
- **Usage Intelligence**, software usage analytics to guide product, sales and renewal decisions.
- **Renewals and Customer Growth**, entitlement and usage insight to identify at-risk accounts and expansion opportunities.
- **End customer portal and analytics**, self-service licence management plus usage visibility for buyers of software monetised through Revenera.
- **Revenera MCP Server**, Model Context Protocol (MCP) server connecting AI agents to FlexNet monetisation data.
- **IoT and Intelligent Device Monetization**, licensing and feature enablement for Internet of Things (IoT) and connected devices, including device management and protection.
- **InstallShield**, Windows installer authoring for Microsoft Windows Installer (MSI), MSIX and Windows Server App packages, with Azure DevOps pipeline support.
- **InstallAnywhere**, multi-platform installer creation for Windows, Linux, Unix and macOS, plus cloud and container environments.
- **SBOM Insights**, Software Bill of Materials (SBOM) management and sharing across the software supply chain.
- **Code Insight**, open source scanning and analysis for licence compliance and vulnerability management.
- **OSS Inspector Plugin**, developer plugin flagging open source software (OSS) licence and security issues during coding.
- **Open Source Audits**, independent audit services for mergers, acquisitions and compliance reviews.
- **Monetization Advisory Services**, pricing, packaging and business model consulting.
- **Implementation Services**, deployment and integration of the monetisation platform.
- **Revenue Recovery Services**, programmes to recover revenue lost to unlicensed use.
- **Cloud transformation and supporting services**, migration of licensing infrastructure to cloud and hybrid models.
- **InstallShield Training**, MicroConsulting and Design and Development Consulting, installer-specific services and skills transfer.
- **Training and Learning Center**, structured product training and certification.
- **Monetization Monitor**, annual research reports on monetisation, piracy and usage trends.

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- **Cymulate Detection Studio**, continuous validation, tuning and optimisation of threat detection rules.
- **Cymulate Threat Studio**, custom attack and attack chain builder for scaling offensive testing.
- **Threat Validation**, continuous testing against MITRE ATT&CK (Adversarial Tactics, Techniques and Common Knowledge) techniques and advanced persistent threat (APT) campaigns.
- **Control Validation and Optimisation**, proving prevention and detection across endpoint detection and response (EDR), security information and event management (SIEM), web and email gateways, web application firewalls (WAF) and data loss prevention (DLP).
- **Detection Engineering**, building, testing and tuning SIEM, EDR and extended detection and response (XDR) logic to reduce mean time to detect.
- **Security Operations Centre (SOC) Validation and Optimisation**, continuous measurement of SOC detection and response effectiveness.
- **Attack Path Discovery**, automated testing of lateral movement routes through the network.
- **Cloud and large language model (LLM) assessments**, validation of cloud defences and AI-related attack scenarios.
- **Framework benchmarking**, posture scoring against MITRE, Center for Internet Security (CIS) and National Institute of Standards and Technology (NIST) frameworks.
- **Integrations and Connectors**, open platform integrating with existing security controls and vulnerability tools, including SentinelOne, Wiz and Bitsight.
- **Role-based solutions**, packaged use cases for CISOs (Chief Information Security Officers), SecOps teams, red and purple teams and vulnerability management.
- **Cymulate Research Labs**, in-house threat research team supplying daily attack simulation updates.
- **Partner programme and portal**, reseller and channel partner management.
- **Resources**, Research Hub, CTEM Portal, webinars, case studies and cybersecurity glossary.

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Renerva Reviews

Revenera averages 4.4 out of 5 across 52 G2 reviews spanning six product profiles, with 36 five-star and 14 four-star ratings. Revenera Software Monetization scores 4.5 from 28 reviews, with users highlighting a user-

cymulate Review

Cymulate holds a 4.7 out of 5 rating on Gartner Peer Insights across 428 ratings, with 77% awarding five stars and 21% four stars. In the 2026 Customers' Choice report, reviewers rated it 4.8 out of 5 with 93% willing to

friendly interface, AI suggestions for pricing and packaging, and its Salesforce integration, while reviewers also describe FlexNet as a reliable, efficient way to manage enterprise product licensing with a quick initial setup.

InstallShield users on G2 rate it 4.2 from 22 reviews, praising how easy it makes writing install, upgrade and repair logic, and Revenera Software Composition Analysis reviewers on Gartner Peer Insights single out its open source licence compliance capabilities.

Renerva G2 Reviews

recommend the product, and reviewers credit the Cymulate team with useful, environment-specific guidance on getting the most from the platform.
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cymulate

On G2, Cymulate scores 4.9 out of 5 from 175 reviews in the Breach and Attack Simulation category, with users describing it as intuitive and easy to deploy and manage, and praising its detailed, customisable reporting.

Gartner cymulate Reviews



CleanShot

CleanShot Company Overview

CleanShot X is developed by MTW (Make the Web), a small independent developer based in Wodzisław Śląski, Poland, which also makes the PixelSnap screen measuring app. The business is run by its two founders and has grown its flagship app to more than 250,000 users worldwide, with CleanShot Cloud certified to ISO 27001.

CleanShot positions itself as the Mac-native replacement for the built-in macOS screenshot tool, combining capture, annotation, screen recording, video editing and cloud sharing in one lightweight app. Teams at Panic, MacPaw, Linear, Vercel, Cursor, 1Password, Framer, Basecamp, Raycast, Sketch and Ghost use it for documentation, bug reports, product demos and support. Version 5.0 introduced Studio Mode, which turns screen recordings into polished videos, and the app is sold as a one-off licence, a per-user Pro subscription, or through the Setapp bundle.

Products and services

- **CleanShot X for Mac**, all-in-one screenshot, recording and annotation app built exclusively for macOS 13 or newer.
- **CleanShot is MAC only.**
- **Screenshot capture**, area, window, fullscreen and self-timer modes with crosshair, magnifier, freeze screen and All-In-One single-shortcut mode.
- **Scrolling Capture**, vertical and horizontal capture of long pages, chats, documents and code in any app.
- **Annotation editor**, arrows, text styles, shapes, pencil, highlighter, step counters, spotlight, blur and secure pixelation, colour picker, image combining and editable project files.
- **Background Tool**, 20 built-in backgrounds, custom images, padding, aspect ratios, Auto Balance and reusable presets.
- **Quick Access Overlay**, post-capture pop-up to copy, save, annotate, upload or drag captures into any app.
- **Screen Recording**, MP4 and GIF capture with microphone and system audio, webcam bubble, click highlights, keystroke display and automatic Do Not Disturb.
- **Studio Mode video editor**, smart zooms, cursor smoothing, motion blur, backgrounds and landscape, square or vertical export.
- **Text Recognition**, on-device optical character recognition (OCR) in more than 30 languages, plus QR code reading.
- **Floating Screenshots**, pinned always-on-top captures with adjustable size, opacity and click-through Lock Mode.
- **Capture History**, up to one month of searchable, restorable captures.
- **Desktop clean-up**, hiding desktop icons and clutter during capture and recording.
- **CleanShot Cloud**, one-click share links, 4K video, automatic transcripts, comments, tags and search, password protection, link expiry and file access control.
- **Custom domain and branding**, white-label share links on the customer's own domain.
- **Team management**, single sign-on (SSO), System for Cross-domain Identity Management (SCIM) provisioning and admin controls.
- **CleanShot Basic**, $35 one-off licence with a year of updates, optional $19 annual renewal and 1 GB of Cloud storage.
- **CleanShot Pro**, $10 per user per month billed annually, with continuous updates, unlimited Cloud storage, branding and team features.
- **Setapp availability**, CleanShot X with Cloud Pro included in a Setapp subscription with a seven-day trial.

- **License Manager**, self-service seat, device and invoice management.
- **URL scheme API**, automation hooks for scripting captures and workflows.
- **PixelSnap 2**, companion MTW app for measuring on-screen elements, integrating with CleanShot annotation.
- **Discounts and affiliate programme**, 30% education discount, 20% off for PixelSnap 2 owners and a referral programme.
- **Security and support**, ISO 27001 certification, bug bounty programme, public status page, FAQ and email support, backed by a 30-day money-back guarantee.

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CleanShot Review

CleanShot X carries a 99% positive score from more than 14,300 user ratings on Setapp, one of the largest review bases of any Mac utility on the platform. On Product Hunt it holds a perfect 5.00 average across 55 reviews, and every one of its G2 reviews is five-star, with users describing it as a daily essential.

Well-known founders and product leaders, including Jason Fried of Basecamp, John O'Nolan of Ghost and Thomas Paul Mann of Raycast, publicly endorse it as their default capture tool, consistently citing its speed, native macOS feel and the quality of annotated screenshots and recordings for remote team communication.

CleanShot Reviews

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