

# Research reveals top three global tech disruptors

Juniper Research has revealed the top tech companies it says will disrupt the market in 2016, whose offerings have the power to transform how we interact with technology and the world at large.



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The top three companies heading the 'Top 25 Technology Innovators & Disruptors: 2016' list are:

## 1. Cybereason – Cybercriminal tracking for future prevention

Israeli firm Cybereason tops the list, for its use of big data, behavioural analytics and machine learning to automatically hunt down complex cyberattacks in real time. What Cybereason does differently to other security companies is to determine the exact timeline of an attack, including information on what the hacker extracted at any moment. This is crucial because attackers can squat for weeks inside a system before deciding to take action. Cybereason's solution allows accurate tracking of the specific vulnerability that the attack exploited, to prevent attacks happening again.

## 2. Klarna – Frictionless delayed payments

Klarna wants to bring the 'one-click' payment experience, currently used with trusted brands such as eBay and Amazon, to all online merchants. Many companies are dedicated to providing a smoother checkout on eCommerce and mCommerce sites, where shoppers routinely abandon a planned purchase. Klarna's offering goes further by not just easing the payment process, but delaying it completely, with customers entering an email address and a postcode to check out. Klarna then pays the merchant and collects the funds from the shopper within 14 days. This method radically improves conversion rates.

## 3. what3words – Addresses for all

London-based startup what3words comes in third, for its simple strategy of giving every location an address through short three word combinations. The idea means that millions of people in developing markets could have an address at last. The benefits in terms of citizenship and commerce could be huge. what3words says around 4 billion people may be able, for the first time, to report crime, receive deliveries or exercise many of their statutory rights.

"Technology is becoming an integral part of many people's lives across the globe," remarked research co-author James Moar. "Many of the most exciting aspects of technology today, and many of the innovative start-ups, are not so much about new technologies, but how the vast connected computational power already available is being applied. Adapting the technology that's already in people's lives in new ways is the best kind of innovation."

The whitepaper, [\*Top 3 disruptive innovators to watch in 2016\*](#), is available to download together with details of the new research and interactive data-set.

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