

IR-0041 Wiz

Report ID: IR-0041

Generated: May 17, 2026

Private Draft Business: Wiz Generated: May 17, 2026 user_id: 2 Identity & Overview Wiz, Inc. is an Israeli-American cloud security company, headquartered in New York City, that has been part of Google Cloud since March 2026. The company was founded in January 2020 by **Assaf Rappaport** (CEO), **Yinon Costica** (VP of Product), **Roy Reznik** (VP of Engineering), and **Ami Luttwak** (CTO) — all four of whom previously co-founded Adallom. The four co-founders met in the Israel Defense Forces (IDF). Rappaport served as a captain in the IDF's Unit 8200 Intelligence Unit; Luttwak, Costica, and Reznik also served in Unit 8200. Their first startup, Adallom, was founded in 2012 and sold to Microsoft in 2015 for \$320 million. The group then took over the reins of Microsoft's R&D center in Israel, with Rappaport appointed general manager. The core problem Wiz solves: enterprises managing cloud infrastructure across multiple providers had no unified way to see and prioritize security risks. The company's platform analyzes computing infrastructure hosted in Amazon Web Services, Microsoft Azure, Google Cloud Platform, Oracle Cloud Infrastructure, and Kubernetes for combinations of risk factors that could allow malicious actors to gain control of cloud resources and/or exfiltrate valuable data. The business model is SaaS, subscription-based. Wiz CNAPP uses a subscription-based pricing model, where organizations are charged based on factors such as the number of cloud workloads, resources, or assets monitored. The key technical differentiator: an agentless scanning approach, which "allows them to plug into the customers' environments in a very fast and cloud-native way, which means the product is quick to try out and deploy." --- Market Position Wiz operates in the Cloud-Native Application Protection Platform (CNAPP) category — the fastest-growing segment in enterprise cybersecurity. The CNAPP market surged 40%, surpassing \$600 million in Q1 2024. Palo Alto Networks, CrowdStrike, and Wiz are the top three vendors. The CNAPP market hit \$2 billion in revenue in 2023, reflecting a 48% year-over-year rise. In Q1 2024, Palo Alto Networks held the leading revenue position with a 17% share, followed by CrowdStrike (13%) and Wiz (11%). While Palo Alto Networks leads in revenue, CrowdStrike and Wiz were outpacing it in growth. Wiz experienced the most substantial revenue growth among all CNAPP vendors in Q1 2024, achieving a remarkable 105% increase, and had consistently achieved triple-digit revenue growth every quarter. Primary direct competitors include: Prisma Cloud (Palo Alto Networks), Check Point CloudGuard, Lacework, SentinelOne, Microsoft Defender for Cloud, and CrowdStrike Falcon Cloud Security. The closest architectural rival is Orca Security, which uses agentless cloud scanning, provides a security graph for visualizing attack paths, and competes in the same CNAPP deals. Key critiques: Wiz is popular for its agentless deployment and multi-cloud visibility, but lacks depth in runtime protection, compliance automation, and hybrid workload support. A post-acquisition concern noted by analysts: customers should watch for ongoing parity of AWS and Azure coverage relative to GCP, since Google has obvious incentives to favor its own cloud over time. --- Traction & Scale Wiz's growth trajectory is, by any measure, historically anomalous. In August 2022, Wiz claimed to be the fastest startup ever to scale from \$1 million to \$100 million in annual recurring revenue (ARR), from February 2021 to approximately July 2022. ARR milestones: Wiz had reached \$500 million ARR by mid-2024 — after hitting \$100 million ARR just 18 months after launch in 2022, a record for any software company. The company crossed \$1 billion in ARR in 2025. Customer reach: By the time the Google acquisition closed in March 2026, Wiz had surpassed \$1 billion in ARR, with approximately 1,800 employees serving over 50% of the Fortune 100. As of March 2024, Wiz had protected 5 million cloud workloads and was scanning 230 billion files daily. As of November 2024, Wiz employed about 1,995 people, with most sales and marketing personnel scattered across North America and Europe while most engineering personnel are based in Tel Aviv, Israel. Key operational metrics: the company scaled from \$0 to \$350M+ ARR in under four years, winning nearly half of the Fortune 100 as customers, and achieved net revenue retention above 130%. Notable enterprise clients include BMW, Salesforce, Fox, Revolut, and other prominent companies. --- Financial Picture Wiz raised a total of \$1.9 billion from a combination of venture capital funds and private investors. The full round history: - **Series A (Dec 2020):** \$100M from Index Ventures, Sequoia Capital, Insight Partners, and Cyberstarts. - **Series B (Apr–May 2021):** \$130M + \$120M on a \$1.7B valuation from Greenoaks, Index, Sequoia,

Insight, and Cyberstarts. - **Series C (Oct 2021):** \$250M on a \$6B valuation, led by Greenoaks, with individual investors Bernard Arnault and Howard Schultz participating. - **Series D (Feb 2023):** \$300M on a \$10B valuation, led by Greenoaks Capital with Lightspeed Venture Partners. - **Series E (May 2024):** \$1B on a \$12B valuation from Andreessen Horowitz, Lightspeed, Thrive Capital, Greylock, Wellington Management, Cyberstarts, Greenoaks, Index, Salesforce Ventures, and Sequoia Capital. The Series E set a record as the largest cybersecurity financing of 2024. The Google acquisition, announced March 18, 2025, was \$32 billion in cash — a valuation representing roughly 32x Wiz's projected 2025 ARR. The deal included a \$3.2 billion break-up fee, underscoring Google's confidence in overcoming regulatory hurdles. With an estimated 10% stake, CEO Rappaport is expected to make over \$3 billion before taxes. --- Public Sentiment Professional user sentiment is strongly positive across major review platforms. Wiz earned a 4.7/5 rating out of 94 reviews and a 95% "willingness to recommend" score in Gartner Peer Insights research, gathered from April 2023 through October 2024. Wiz is the only vendor recognized as a Customers' Choice for CNAPP for two consecutive years. On G2, the dominant praise themes: users highlight the user-friendly interface enabling easy deployment (127 mentions), constantly improving security features (123 mentions), and excellent security insights for proactive vulnerability management (117 mentions). Actual user voices from verified reviews: "My organization has had game-changing success with WIZ. The amount of clear and easily digestible cloud visibility we were able to gain has provided much better insight into the questions, 'what is our cloud security posture' and 'what truly poses a risk to our organization'." (Gartner Peer Insights) Recurring complaints: users experience feature limitations, face overwhelming alerts, and cite difficulties managing reports and real-time threats. Improvements are needed in remediation steps and menu clarity. Pricing is frequently cited: the most common trigger for evaluating alternatives is cost — Wiz's pricing is based on cloud workload spend or seat count, and for organizations running significant cloud infrastructure, the numbers can become material quickly. --- Media & Press Wiz has generated sustained, high-volume tier-1 press coverage. The defining media moment was the Google acquisition saga. Google initially approached Wiz in 2024 with an offer of \$23 billion. Wiz walked away. CEO Rappaport said he felt the business could grow to be a lot bigger than that. Rappaport wrote to employees in a memo: "Saying no to such humbling offers is tough." (CNBC) The rejection itself became a major business news story, widely covered as an unprecedented act of startup independence at that valuation level. Wiz's security research team has been a consistent press engine. Wiz researchers discovered and publicly disclosed ChaosDB — a series of flaws in Microsoft Azure's Cosmos DB that made it possible to download, delete, or manipulate databases belonging to thousands of Azure customers. The BingBang vulnerability — a misconfiguration in Azure Active Directory that allowed Wiz researchers to modify Bing.com search results — also garnered significant coverage. In early 2025, Wiz disclosed that it had found a trove of sensitive information in a key database from AI startup DeepSeek inadvertently exposed to the open internet. On the controversy front: Wiz faced a patent infringement lawsuit from competitor Orca Security, filed in July 2023. The Patent Trial and Appeal Board ruled in December 2025 that all claims in three of the six asserted patents were unpatentable. The case was subsequently dismissed jointly. --- Current Status Wiz has been part of Google Cloud since March 2026. The acquisition closed after receiving approval from U.S. and European Union regulators in November 2025 and February 2026, respectively, following antitrust probes. While the company joined Google Cloud, it is maintaining its brand and commitment to securing customers across all cloud environments. The strategic question going forward is multi-cloud neutrality: some are re-raising the question of independence, wondering if Wiz solutions will ultimately favor GCP once the deal is done. The company was on a steep growth trajectory up to close. By the time the acquisition closed in March 2026, Wiz had surpassed \$1 billion in ARR, serving over 50% of the Fortune 100. The IPO path — which Wiz had been pursuing with a January 2025 hiring of CFO Fazal Merchant — was ultimately abandoned in favor of the revised Google offer. The deal was revived due to weakness in the IPO market and a more mergers and acquisitions-friendly Trump administration. The "Wiz mafia" effect is now underway: Wiz's success is spawning a wave of new startups, many led by Wiz alumni who've seen what it takes to go from zero to \$32 billion, and they won't be learning on the job — they'll be iterating from an advanced playbook, backed by advisors and VCs who played key roles in one of the most successful security companies of the decade. --- Summary Verdict Intelligence Briefing — Wiz, Inc.** Wiz is the most commercially successful cybersecurity startup in history by virtually every measurable metric: fastest to \$100M ARR, largest cybersecurity acquisition of all time, and the only CNAPP vendor to earn back-to-back Gartner Customers' Choice recognition. Built by four childhood friends from Israel's elite Unit 8200 military intelligence unit — Assaf Rappaport, Ami Luttwak, Yinon Costica, and Roy Reznik — the company identified a genuine market failure: enterprises were drowning in fragmented cloud security tools with no unified

visibility layer. The Google acquisition arc is the story's most analytically significant chapter. Wiz turned down \$23 billion in July 2024 — a rational bet by Rappaport that the company's trajectory justified a higher multiple and independent IPO. That bet paid off: Google returned nine months later with \$32 billion, a 39% premium, and a \$3.2 billion break-up fee. The intervening period saw Wiz cross \$1 billion ARR, validating the founder's conviction entirely. Key risks post-acquisition:** Multi-cloud neutrality is the central commercial tension. Customers on AWS and Azure — the majority of Wiz's enterprise base — have rational reasons to question whether product investment will remain platform-agnostic under Google ownership. This creates a direct opening for Orca Security, Prisma Cloud, and CrowdStrike to poach accounts. Pricing complexity and gaps in runtime protection remain product-level weaknesses that competitors are actively exploiting. Macro significance:** The \$32B price tag at ~32x ARR sets a new valuation benchmark for the cloud security sector. Combined with the "Wiz mafia" effect — dozens of early employees now positioned to fund and found the next generation of Israeli cybersecurity companies — the company's long-term legacy may be less about the product it built and more about the talent ecosystem it catalyzed. One-line assessment:** Wiz executed the most disciplined growth-to-exit playbook in cybersecurity history — turning down one of the largest acquisition offers ever made, extracting a 39% premium, and validating the thesis that cloud-native security is the most strategically valuable layer in enterprise computing.