



**THIRD-PARTY PROOF:**

# Why Cybersecurity Leaders Trust Black Kite for Third- Party Cyber Risk Management

**BLACK KITE'S VOICE OF THE  
CUSTOMER REPORT 2025**

# DON'T TAKE OUR WORD FOR IT

In the complex landscape of third-party cyber risk, trust is the ultimate currency. You need a platform that not only identifies risk but also delivers the trust, transparency, and automation required to protect your organization.

At Black Kite, we believe our platform's value is best measured by the success and confidence of our users. This report distills thousands of data points, from industry-standard satisfaction scores to in-depth, peer-driven reviews, to give you an unfiltered look at the Black Kite Voice of the Customer (VoC).

Hear directly from your peers about why Black Kite is the trusted choice for third-party cyber risk intelligence.

## THE TRUST DIMENSION:

# LOYALTY AND SATISFACTION

Our customer scores are a foundational measure of our commitment to trust. These metrics demonstrate that Black Kite doesn't just meet expectations, we build long-term partnerships and deliver a superior experience that your peers consistently rely on.

- ➔ **Customer Loyalty: Net Promoter Score (NPS)**
- ➔ **Customer Satisfaction (CSAT): Onboarding Experience**
- ➔ **Customer Satisfaction (CSAT): Customer Support Experience**

# Customer Loyalty: Net Promoter Score (NPS)

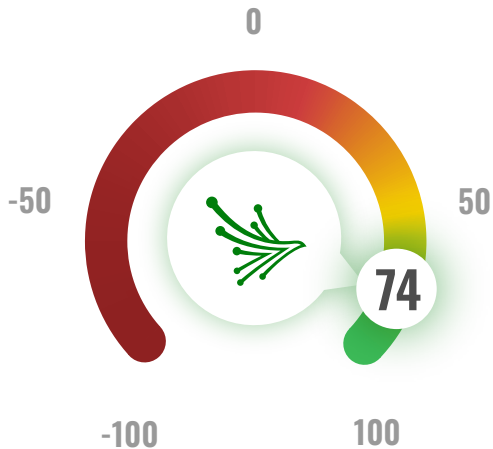
NPS is the definitive measure of loyalty and willingness to advocate. Black Kite's World-Class NPS score is not just an industry benchmark, it is quantitative proof that customers see Black Kite as an indispensable partner to their success.

## Net Promoter Scoring



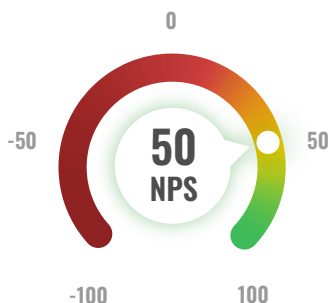
*NPS = % Promoters - % Detractors, resulting in a score between -100 and +100.*

### Black Kite NPS: World Class



*Cumulative score for the past two years.*

### B2B SaaS Benchmark



### Key takeaways:

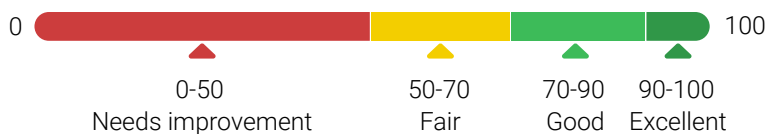


- For a B2B SaaS company, a good overall Net Promoter Score (NPS) is typically above +50. A score above +70 is considered world-class.
- Black Kite's NPS of +74 is not just good, it is firmly in the "World-Class" territory.
- This proves that customers are not just satisfied; they are enthusiastic advocates, willing to stake their professional reputations by recommending the platform to peers.
- A "World-Class" score is directly correlated with low churn and high retention proving that Black Kite is a stable, reliable, long-term partner committed to customer success.

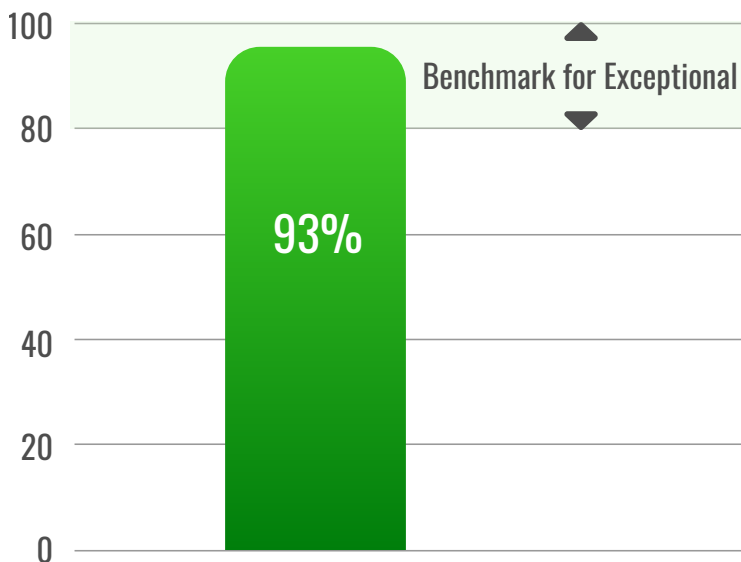
# Customer Satisfaction (CSAT): Onboarding Experience

In third-party risk management, fast implementation is critical. Every day you don't have access to reliable risk intelligence is a day your organization is exposed to a blind spot. Black Kite surpasses the industry standard with an exceptional onboarding experience that gives you risk intelligence from day one.

## What is a Good CSAT Score?



## Black Kite's Onboarding CSAT Score



*Cumulative score for the past two years based on post-onboarding reviews from customers.*

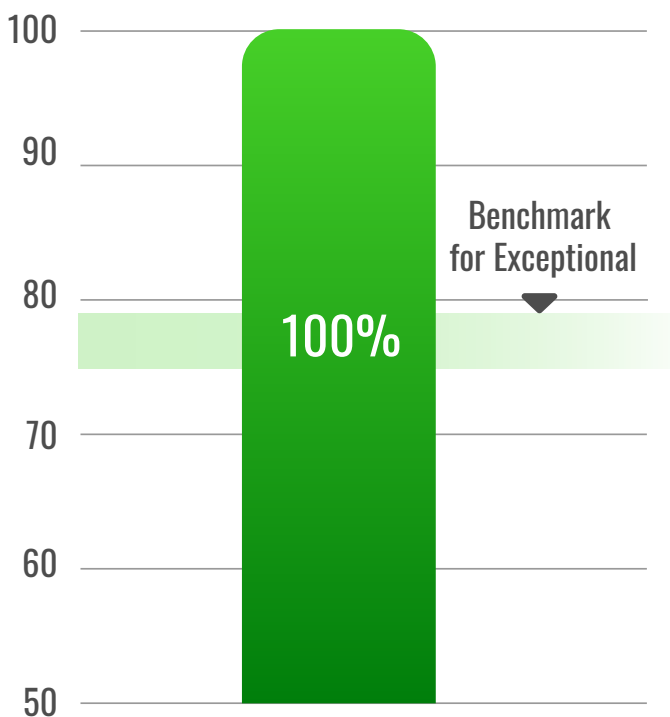
## Key takeaways:

- For a B2B SaaS company, a good Customer Satisfaction (CSAT) score for the customer onboarding experience is 80% or higher.
- Hitting the 80s shows that a company's onboarding process is a key differentiator and a strength.
- At 93, Black Kite's score is above and beyond. Customers appreciate our fast time-to-value (TTV), smooth sales-to-success handoff, personalized experience, and efficient and clear process.

# Customer Satisfaction (CSAT): Customer Support Experience

Customer expectations for fast, effective support are extremely high for B2B SaaS companies. Consistently scoring 100% CSAT for 12 months with a 96% first call resolution rate is almost unheard of in the B2B SaaS world. These scores demonstrate an unparalleled commitment to customer resolution and experience.

## Black Kite Customer Support CSAT Score



Cumulative score for the past two years.

## FIRST REPLY TIME MEDIAN:

# <1 HOUR

Median time from ticket creation to first public agent reply over 12 months. Includes weekends and off hours.

# 96%

FIRST TIME RESOLUTION (FTR)

## Key takeaways:

- Black Kite consistently scores 100% over a 12-month period. For comparison, a good CSAT score for a B2B SaaS company is around 80% to 85%. The average CSAT score for the B2B SaaS industry typically falls in the high 70s.
- Black Kite provides rapid responsiveness with a median First Reply Time under an hour, even when accounting for weekends and off-hours. This means security leaders are guaranteed near-instant engagement.
- Black Kite's support is defined by quality, not just speed. A 96% First Time Resolution (FTR) rate proves that our team is highly effective on the first pass.

**PEER VALIDATION:**

# BLACK KITE VS. THE COMPETITION

Peer reviews provide objective proof of Black Kite's superiority where it matters most: direct customer experience and feature depth.

➔ **Customer Ratings**

➔ **Full Comparison Chart**



"I've used virtually all of the major vendor risk monitoring tools over that last ~15 years. Black Kite stands out for their innovations and engagement when compared to their competitors. Its so refreshing to work with a company that doesn't dictate features, lock me in to pricing tiers to overtly pay for what should be table-stakes and that actively engages for my feedback on the roadmap. So easy to onboard and get value quickly. Bravo!"

– Esmond K., CISO, Enterprise (> 1000 emp.), G2 Review

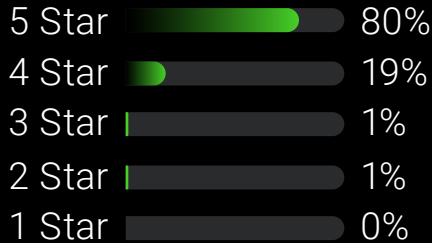


# Gartner® Peer Insights™

## Black Kite

4.8 ★★★★★ 162 RATINGS

98% willing to recommend



## UpGuard

4.5 ★★★★★ 261 RATINGS

88% willing to recommend



## Security Scorecard

4.4 ★★★★★ 277 RATINGS

87% willing to recommend



## Bitsight

4.6 ★★★★★ 233 RATINGS

85% willing to recommend



Reviewers consistently rated Black Kite higher than these competitors in the following categories:

- ✓ Better at service and support
- ✓ Easier to integrate and deploy
- ✓ Better evaluation and contracting

As of 22 Oct. 2025. Sources: <https://www.gartner.com/reviews/market/it-vendor-risk-management-solutions/compare/product/bitsight-cyber-risk-intelligence-vs-black-kite-third-party-risk-intelligence-platform-vs-security-scorecard-platform-vs-upguard-cyberrisk> and <https://www.gartner.com/reviews/market/it-vendor-risk-management-solutions/vendor/black-kite/product/black-kite-third-party-risk-intelligence-platform/alternatives>.

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**4.5** ★★★★★  
233 RATINGS

**Ratings Breakdown****Overall Capability Score**

Overall Rating	<b>4.7/5</b> (156 Reviews)	<b>4.5/5</b> (259 Reviews)	<b>4.4/5</b> (259 Reviews)	<b>4.4/5</b> (233 Reviews)
Access & User Controls	4.5 (20)	4.5 (49)	4.4 (44)	<b>4.6</b> (26)
Assess/Validate/Monitor Controls	<b>4.7</b> (118)	4.4 (125)	4.4 (94)	4.4 (137)
Assessment	<b>4.7</b> (118)	4.4 (125)	4.4 (95)	4.3 (138)
Configurability	<b>4.6</b> (20)	4.2 (49)	4.1 (44)	4.4 (26)
Connectors & Integration	<b>4.5</b> (118)	4.3 (124)	4.3 (95)	4.2 (138)
History & Reporting	<b>4.6</b> (118)	4.5 (126)	4.4 (95)	4.3 (138)
Exception Management	<b>4.5</b> (20)	4.2 (50)	4.1 (43)	4.2 (26)
History	4.4 (20)	4.3 (50)	4.4 (43)	<b>4.5</b> (26)
Remediation & Exception Management	<b>4.5</b> (118)	4.2 (125)	4.1 (94)	4.3 (138)
Usability & Access	<b>4.7</b> (118)	4.5 (127)	4.5 (95)	4.5 (139)
Profile Management	<b>4.6</b> (117)	4.5 (125)	4.3 (95)	4.4 (139)
Workflows & Collaboration	<b>4.6</b> (118)	4.3 (124)	4.2 (94)	4.4 (138)

**Evaluation & Contracting**

Overall Rating	<b>4.8/5</b> (162 Reviews)	<b>4.5/5</b> (261 Reviews)	<b>4.6/5</b> (277 Reviews)	<b>4.5/5</b> (233 Reviews)
Pricing Flexibility	<b>4.7</b> (31)	4.2 (155)	4.4 (171)	4.5 (70)
Ability to Understand Needs	<b>4.8</b> (31)	4.4 (130)	4.6 (144)	4.7 (71)

**Integration & Deployment**

Overall Rating	<b>4.7/5</b> (156 Reviews)	<b>4.6/5</b> (259 Reviews)	<b>4.6/5</b> (277 Reviews)	<b>4.6/5</b> (233 Reviews)
Ease of Deployment	4.7 (32)	4.7 (161)	<b>4.8</b> (183)	4.7 (71)
Quality of End-User Training	<b>4.5</b> (32)	4.4 (162)	<b>4.5</b> (183)	<b>4.5</b> (71)
Ease of Integration Using Standard APIs & Tools	<b>4.6</b> (32)	4.2 (162)	4.3 (183)	4.5 (71)
Availability of 3rd-Party Resources	<b>4.7</b> (31)	4.3 (137)	4.3 (152)	4.4 (71)

**Service & Support**

Overall Rating	<b>4.8/5</b> (156 Reviews)	<b>4.7/5</b> (233 Reviews)	<b>4.7/5</b> (247 Reviews)	<b>4.6/5</b> (233 Reviews)
Timeliness of Vendor Response	<b>4.8</b> (32)	4.7 (172)	4.7 (187)	4.7 (71)
Quality of Technical Support	<b>4.8</b> (31)	4.5 (171)	4.7 (187)	4.6 (71)
Quality of Peer User Community	4.4 (32)	4.2 (172)	<b>4.5</b> (186)	<b>4.5</b> (71)

As of 22 Oct. 2025. Source: <https://www.gartner.com/reviews/market/it-vendor-risk-management-solutions/compare/product/bitsight-cyber-risk-intelligence-vs-black-kite-third-party-risk-intelligence-platform-vs-security-scorecard-platform-vs-upguard-cyberrisk>.

THE THREE PILLARS OF TRUST:

# CUSTOMER QUOTES ON THE BLACK KITE DIFFERENCE

- ➞ Trusted
- ➞ Transparent
- ➞ Automated

# Trusted

Customers praise our depth and clear methodology, which eliminates the guesswork found in other platforms.



"We didn't have confidence that the information from the [competitive] tool was really giving us a good look at the risk associated with working with that company. We've got a functioning third party risk program now, whereas before we really couldn't say for sure that we were giving the business a fair judgment call on a risk."

– Michael Barnard, Cybersecurity Manager, Dawn Foods



"The Black Kite platform makes unknowns known, and educates our team internally around those findings. This assists in underwriting, portfolio management, and advocacy when working with management."

– Lou Boticelli, US Cyber Product Leader, Markel Corporation



"If we had started with Black Kite for a larger population of suppliers, perhaps one of the largest ransomware attacks ever could have been avoided."

– VP, Supplier Risk and Performance Management, Global Healthcare Provider



"I am proud to say that Black Kite is one of our most reliable partners day in and day out."

– Charles Mendoza, Director of Information Security, Scantron



# Transparent

Customers praise our depth and clear methodology, which eliminates the guesswork found in other platforms.



"The way that Black Kite provides the information, lays out the information, is so easy to consume and it's so easy to be actionable about it."

– Margarita Rivera, SVP, Global  
CISO, Carnival Corporation



"Black Kite offers reliable and easy-to-interpret results faster than any other risk assessment platform we have used in the past."

– Information Security Analyst, 1B-3B,  
Real Estate Organization



"The visibility into trends and changes within a company's cyber postures is unparalleled. We love that we can now work with our vendors to make needed changes, and collaboratively improve the cyber hygiene of our network as a whole."

– Jay Sathe Director of Information and  
Enterprise Security, Encoded Therapeutics



"There was a lot of noise with the prior tool. I also didn't know how they were pulling data, and where it was coming from.. [With Black Kite] the findings are accurate, and we have the ability to easily export and share them with our vendors."

– Christy Smith CTPRP, Sr. Vendor Risk  
Manager, Ellie Mae

# Automated

Our platform is designed for quick adoption and rapid time-to-value, helping teams move faster.



"We were stuck in a very manual process with our third-party risk assessments. Currently, Black Kite is baked into our procurement process. Now that we have Black Kite incorporated, we're able to do both the continuous monitoring piece, as well as instantaneously see the security posture of our third parties. When we get requests from the engagement owners for a new contract, it automatically kicks off an inherent Black Kite risk assessment."

– Jennifer Blackburn, Sr. Cybersecurity Analyst, The University of Kansas Health System



"The Black Kite platform has really eased the burden of a two- to three-week engagement with these regulators that really allow us to showcase that we take this seriously."

– Richard Roark, Sr. VP, Chief Technology Officer, Bay Federal Credit Union



"We're a very large organization and, as a result, we have a very large population of vendors. With that, we can't just throw additional headcount or resources against it - we have to leverage automation and data to make our jobs easier."

– Director, Information Security, Global Hospitality Enterprise



"We have two goals: To be more efficient and more effective with risk assessments. Black Kite Assessments have been revolutionary because they allow us to take a lot of information and data and do an assessment without even talking to the vendor. It better prepares us to focus on what is most important."

– Director, Third-Party Risk Management, Large Home Improvement Retailer

## VOICE OF PARTNERSHIP

# EXPANDING TRUST ACROSS THE ECOSYSTEM

The Black Kite ecosystem extends beyond customers through a powerful network of over 300 partners who share our mission to bring trust, transparency, and automation to third-party risk management. These industry leaders choose Black Kite not only for our technology, but for the way we collaborate, co-innovate, and deliver measurable outcomes together.

# Driven by Partners: Black Kite is a 100% channel-only organization.

Every customer relationship, every deployment, and every success flows through our partners.



Working with Black Kite means having a partner who moves at your speed, aligns to your goals, and makes it simple to deliver measurable impact for your customers.

From global resellers and managed services providers to GRC leaders and technology integrators, our partners bring Black Kite's risk intelligence to organizations worldwide. Together, we empower customers to build stronger, more resilient supply chains.





"We compared the top 5 products in the industry and found Black Kite to be the most comprehensive and accurate. It's easy to use, easy to understand and isn't limited in terms of functionality."

– Director, Black Kite IT Services Partner



"Black Kite has actually become a critical part of how Avertium delivers faster, smarter, more transparent cybersecurity outcomes for our customers. Through use cases like vendor risk management, M&A due diligence, board reporting, ecosystem-wide threat monitoring, we're able to use the Black Kite platform to help customers move from reactive to proactive."

– Eldon Sheckles, VP of Professional Services, Avertium

**Black Kite's value scales through our partners to deliver results every day. Together, we're amplifying the voice of the customer and setting the new standard for transparency in third-party risk.**

## **FUTURE-PROOFING YOUR PROGRAM:**

# **ANALYST AND C-SUITE VISION**

The risk landscape is constantly evolving, and Black Kite is proven to be built for the shifting risks of tomorrow. We believe Black Kite is recognized by trusted industry analysts for its forward-thinking approach, ensuring your TPCRM program remains strategic, quantifiable, and fully aligned with the future of security.

➔ **Gartner® Hype Cycle™ Recognition**

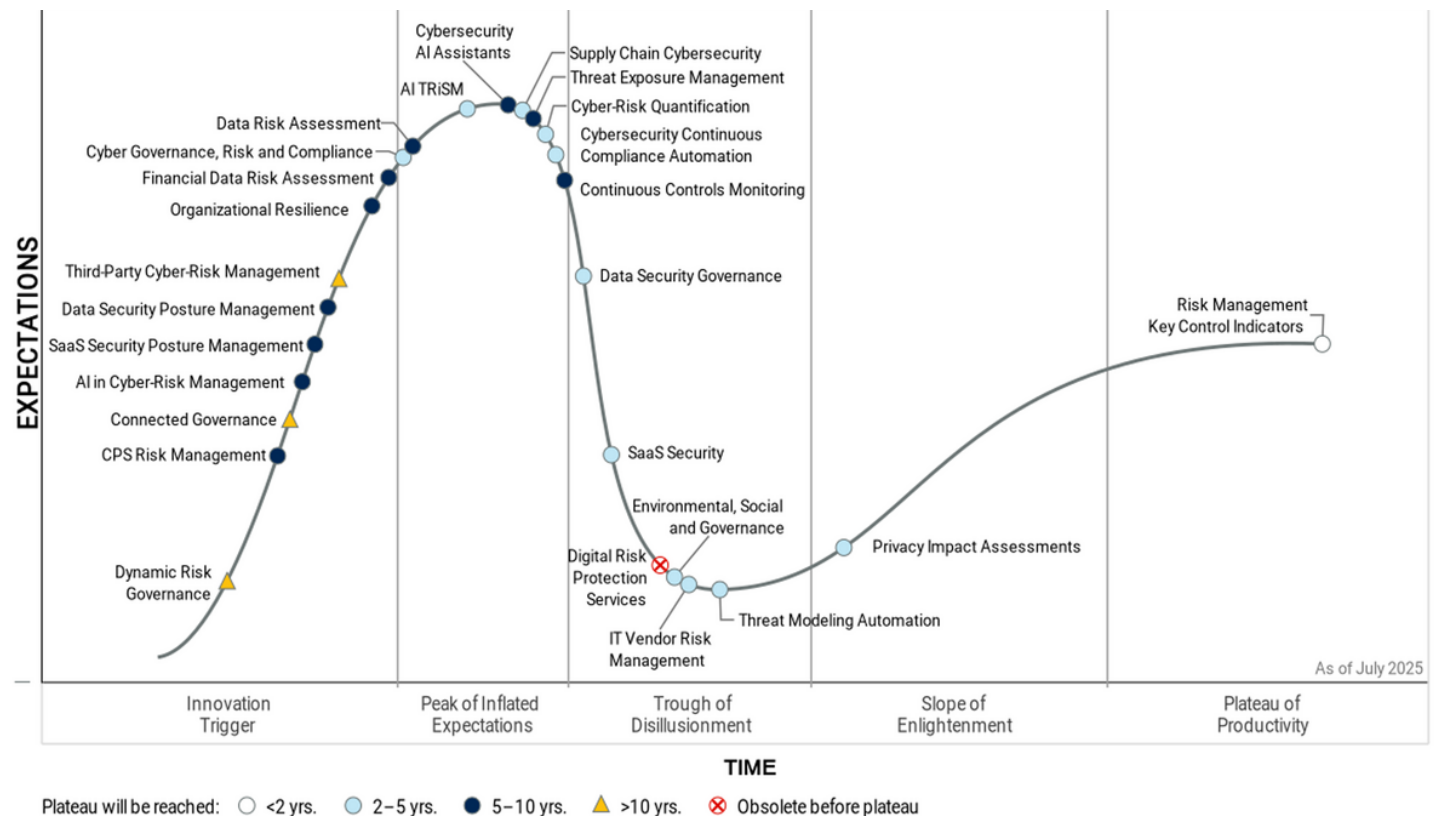
➔ **The Leadership Perspective**

# Gartner® Hype Cycle™ Recognition

**Black Kite is named as a Sample Vendor in the Gartner Hype Cycle for Cyber-Risk Management, 2025.**

We feel this independent recognition validates that our platform's focus on evidence-based, quantifiable, and transparent risk intelligence is precisely where industry analysts see the market heading. Choosing Black Kite means choosing a Third-Party Cyber Risk Management solution that is built for tomorrow's threats.

## Hype Cycle for Cyber-Risk Management, 2025



**Gartner**

Gartner, Hype Cycle for Cyber-Risk Management, 2025, By Deepti Gopal, Pedro Pablo Perea de Duenas, 8 July 2025. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Black Kite.

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# The Leadership Perspective: Why Partnership Is Essential to Future-Proofing TPCRM

We don't guess at the future of risk. We build solutions based on the real-world operational challenges shared by leading CISOs, as acknowledged by our CEO.

"Third-party cyber risk management is one of the most dynamic and complex challenges facing business leaders today. It's an ever-moving target that demands a continuously evolving shield against disruption. We are honored that our customers have worked so closely with us, sharing their insights into this problem. Their ideas are what allow Black Kite to continually innovate, ensuring we remain the partner best equipped to tackle this massive challenge."

— Paul Paget, CEO, Black Kite



**2020**  
APPEALIE SaaS Awards - Chris Bush, Customer Success Leader



**2022**  
Gartner® Peer Insights™ Customers' Choice in IT Vendor Risk Management



**GOLD**  
Third-Party Security Risk Management, North America



**2020**  
Security Current - CISO Choice Awards - Risk Management



**GOLD**  
Best Cybersecurity Company, North America



**GOLD**  
Threat Intelligence Platform, North America



**2021**  
Security Current - CISO Choice Awards - Risk Management



**GOLD**  
Continuous Controls Monitoring, North America



**2024**  
Red Dot Design Awards - Red Dot Distinction



**2021**  
Cybersecurity Breakthrough Award



**SILVER**  
Cyber Threat Intelligence, North America



**2024**  
BostInno - Fire Award Nominee



**2022**  
Security Current - CISO Choice Awards - Partner In Success



**GOLD**  
Cybersecurity Assessment, North America



**2025**  
SC Awards Finalists: Best Risk/Policy Management Solution



**2022**  
Security Current - CISO Choice Awards - Third-Party Risk Management



**GOLD**  
Third-Party Risk Management (TPRM), North America

# Join us in improving the health and safety of the entire planet's cyber ecosystem.

The evidence from your peers is conclusive: Black Kite delivers a superior combination of product capability, user experience, and world-class support.

The result? A security risk program built on trust, transparency, and the confidence of knowing you're backed by the industry's most recommended third-party risk solution.

[Learn more at blackkite.com.](https://blackkite.com)