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Reco – Providing Dynamic SaaS Security to Enable Business to Run Effectively and Securely with High Visibility and Governance on Third-Party Software and AI Environments



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CEOCFO: *Mr. Klein, would you tell us about Dynamic SaaS Security and its impact?*

Mr. Klein: Dynamic SaaS Security secures core SaaS applications such as Salesforce and Servicenow as well as small generative AI solutions for coding or marketing or sales, etc. There are hundreds of thousands of solutions like that in the world. And considering the impact of AI, everybody is using those tools, every company from small to large. It is about how we can help businesses run faster with less friction, by allowing them visibility, governance and security for these entire third-party software and AI environments. In other words, allowing the business to run very effectively on the newest technologies while making sure the usage is secure and governed.

At Reco, we have several customers in the healthcare industry. Hospitals were slow to adapt to technology because if something happens it is literally life and death. We see a lot of these hospitals, healthcare and pharma jumping directly from on-premise technologies to the AI latest additions of classifications because it is good for the patients, it's good for the business and it can speed things up. Your treatment is better and you won't wait in line. Now the challenge is how we can make it more secure for every patient and of course for the business itself.

CEOCFO: *Your platform eliminates the gap that is in there for these services, can you tell us about the gap and how you eliminate it?*

Mr. Klein: The first gap is the big friction between for example I am a sales person for a big insurance company and I want to use the best and most modern tools in the market in order to be able to perform better. The challenge is that a lot of those tools are risky. Therefore, you have a contradiction because they want to use these tools and don't care if they are risky; they just want to do their jobs better.

The challenge is what is called shadow AI, which means people are using a lot of solutions without IT or security awareness, having approved it and validated it. So the gap is that the bad guys could get into those tools and steal data, perform fraud or even where an innocent person who is just using something and the data is exposed. Think of a bank, insurance company, healthcare, pharma. It is extremely sensitive and with those tools that are connected to each other in a deep way, data could be stolen or could be exposed to the wrong people outside or inside the company. Reco protects these people in an effective way.

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It is easy to protect by saying everything is blocked (good luck!) but try managing your business like that. In the first days of ChatGPT this was what we saw in the market. The value of AI was not proven yet and the risk was so high that the security executive said no way, they just blocked whatever they could. This is no longer a possibility because AI provides so much value for every aspect of the business. Now you need to live with it by allowing the business to use something that is called responsible AI. The question now becomes how can I allow my business to use these valuable tools with the visibility and the security level that is needed. This is exactly what Reco does.

CEOCFO: *You had some tremendous growth over the past year. You were recognized by CRN as 2025 Stellar Startup; how long have you been around as a startup and tell us about the growth you have experienced over the past year?*

Mr. Klein: We have been around for five years. Our vision when we started the company was to be AI native. My cofounder is an AI Ph.D., and we have several colleagues with AI Ph.D.s in the company. Our goal at our infancy was to utilize or harness AI in order to solve a big problem. The big problem is we believe that five years ago and in the early days of COVID, everybody was going to use SaaS applications, and that AI was going to be embedded. It took three years longer than we thought but eventually AI was introduced into the market.

Last year we saw 5X growth, this year it is going to be around 4X growth. The reason is the market has pulled towards using AI and there are no effective solutions that can provide the visibility, governance and security for every third party software and AI as effective as Reco is doing.

"With the technology that we created, we believe we are around two years ahead of the competition today." Ofer Klein

CEOCFO: *So, you are ahead of your competition by how far?*

Mr. Klein: With the technology that we created, we believe we are around two years ahead of the competition today. We have insurance companies, some of the biggest banks, healthcare, pharma, tech companies, manufacturers, retailers, all using the Reco platform. This month, there was the big AWS re:Invent conference. The CEO of AWS was the keynote speaker and stood on stage and showed the companies they selected as having the most innovative products. Reco was one of them! So we have been acknowledged as one of the most innovative technology companies by AWS.

CEOCFO: *I see you have had some incredible expansion in your customer base and three times expansion. You have done a lot of work in fundraising. You raised \$25 million additional fundraising in bringing your total up to \$55 million. How will you use those funds?*

Mr. Klein: The reason we raised this money was to grow faster and make sure we support our customers with the best technology. On one hand we will go deeper and deeper into AI agents and AI as a part of the technology, and on the other hand we are using it to double down on our go-to-market motion. An NPS (Net Promoting Score) is basically a representation of how your customers are assessing your capabilities and whether they will recommend you to their pers. We have the best in class NPS which is 81 points. This means we put a lot of time and effort into making sure our customers are successful.

CEOCFO: *Are you currently looking to expand your partnerships and strategic alliances?*

Mr. Klein: One of the challenges of a startup is you can never be happy where you are because you can always achieve more, so we grew 5X last year and we are growing 4X this year. The main challenge we are facing because of the tremendous pull from the market is how to do more. One of the aspects is that we are partners and channel first. We work with a lot of partners, including security companies, as well as distributors and service providers, so they can offer Reco to their customers and their services. Together we can create a better story and the customer gets more value.

CEOCFO: *What is your geographic footprint today?*

Mr. Klein: Today we are operating mainly in the US. We also have operations in South America, Canada, and Europe. We plan to expand even further beyond the US with additional markets. We are doubling down on the US as well as opening new markets because everybody is using AI and they will need Reco in order to secure them.

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CEOCFO: *In closing, where do you see Reco in 2026?*

Mr. Klein: We aim to continue our high paced growth by both expanding globally beyond the regions we are selling today, and getting into more industries. I think the most interesting part right now is if you see adoption of AI by businesses, it is getting bigger and bigger and one of the top banks in North America is investing more than a billion dollars in the next few years to utilize AI across the business. More and more companies are doing it and our job is to provide the tools to do it in a very responsible and secure way.

It is the same as if you have a very fast car; if you will never try to drive fast you will not know if you have a strong break system. That is what we provide, visibility on one hand, and if they need to stop something they can do it in real time, allowing the business to run faster. That is the exciting part in 2026. I believe it is going to accelerate much further than anything we have seen.

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