

NEW ENTRANTS

Regulated Sectors in Focus as Gateway Tier Crowds

New entrants, week of 2026-09-15 to 2026-09-21.

Scope: 2026-09-15 to 2026-09-21

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TRACKED-PRODUCT MOVES

Week of 2026-09-15 to 2026-09-21.

NEW THIS WEEK

This week brought 34 new entrants across 12 categories, with coding assistants leading at 8 tools, followed by agent platforms at 5 and model gateways at 4. The volume alone signals accelerating vendor fragmentation, but the composition tells a more specific story: regulated-sector buyers are being targeted directly.

The most pointed example is [T17](#), an early-stage startup building agentic workflows exclusively for banks and credit unions, covering lending automation, regulatory filings, and human-in-the-loop approvals. Its Fiserv AppMarket listing this week (see Moves) confirms a distribution strategy aimed at core-banking ecosystems. [T15](#) arrives from the opposite end of the maturity spectrum: Google's per-seat capital markets offering carries FedRAMP and HIPAA coverage alongside no-code agent building, a compliance posture few startups can match.

The model-gateway cluster is crowded but maturing. [T4](#) leads on compliance depth, pairing SOC 2, HIPAA, GDPR, and data residency with MCP and agent gateway routing. [T2](#) and [T3](#) add A2A traffic governance and multi-provider fallback respectively, while [T16](#) positions as a Go-native LiteLLM alternative spanning 31 providers.

On observability, three open-source entrants, [T6](#), [T10](#), and [T14](#), occupy overlapping ground with trace logging, LLM-as-a-judge evaluation, and prompt versioning. Differentiation is thin at the feature level; compliance coverage and self-host flexibility will matter more to regulated buyers. [T5](#) takes a narrower angle, focusing on failure clustering and coding-agent dispatch rather than general observability.

[T18](#) enters legal AI with an AI-native citator and a full law ontology, carrying SOC 2, ISO 27001, HIPAA, GDPR, and a no-training-on-customer-data commitment. It is worth separate evaluation for legal and compliance teams.

MOVES ON TRACKED PRODUCTS

The dominant story across 19 tracked-product moves this week is [T11](#), which generated seven distinct news and launch events between September 15 and 19. Google released both Gemini 3.8 Live and a 3.8 Live Extended Thinking variant for production-grade voice agents ([launch](#)), with coverage citing benchmark leads over OpenAI and xAI on voice tasks ([analysis](#)) and cost reductions ([reporting](#)). The pace of releases and the breadth of media coverage confirm this as the week's highest-signal single-product event.

[T7](#) secured a [Fiserv AppMarket listing](#) as a pre-integrated AI lending automation partner, a meaningful distribution milestone for an early-stage vendor targeting core-banking workflows. [T14](#) [updated its security page](#) to confirm SOC 2 Type II, ISO 27001, HIPAA BAA, and GDPR/CCPA DPA coverage, closing a compliance gap that would have blocked regulated-sector evaluation.

Several open-source projects logged GitHub activity this week: [T30](#), [T25](#), [T9](#), [T12](#), [T10](#), [T29](#), and [T13](#) all registered moves on September 21, suggesting coordinated release cadences rather than isolated updates.

[T18](#) published a [legal research rebuild announcement](#) on September 15, reinforcing its positioning as infrastructure-level legal AI rather than a point search tool.

WATCH

Google's voice agent push warrants continued attention. [T11](#) generated seven events this week; watch for enterprise pricing details and API quota changes that would affect cost modeling for voice-agent deployments. The [T4](#) and [T2](#) gateway pair merit a head-to-head compliance review, as both claim MCP and A2A governance but pricing is unknown for both. [T7](#) will be worth tracking for further banking-ecosystem partnerships following the Fiserv listing. Finally, the cluster of open-source projects logging simultaneous GitHub activity on September 21 including [T9](#), [T13](#), and [T29](#) may signal coordinated versioning or a shared dependency update; confirm changelog substance before drawing conclusions on maturity.

Bottom line: This week's 34 entrants across 12 categories confirm two concurrent pressures on regulated buyers: a crowded model-gateway and observability layer where compliance depth, not features, will determine shortlists, and a direct push into regulated verticals from both early-stage specialists like [T7](#) and compliance-credentialed incumbents like [T15](#). Google's seven-event launch of [T11](#) is the week's clearest signal of infrastructure-level commitment to voice agents. The single most important next action is to initiate a structured compliance review of the model-gateway tier, prioritizing [T4](#), [T2](#), and [T3](#), before pricing opacity hardens into a procurement blocker.

PRODUCTS

PRODUCT	MATURITY	DEPLOYMENT	PRICING	FEATURES
GitHub Copilot Agent Mode Microsoft · An agentic coding assistant integrated into SQL Server Management Stud ...	Big tech	saas, desktop	freemium	code completion, ai chat assistance, agent mode in editor, cloud agents for autonomous tas ...
Kong AI Gateway Kong · An API gateway solution extended with AI-specific features for managin ...	Open source project	saas, on_prem, open_source, api	unknown	llm governance, pii sanitization, semantic caching, semantic routing, load balancing
Portkey Portkey AI · An AI gateway platform that manages API keys, offers observability, fa ...	Growth stage startup	saas, api, vpc	unknown	ai gateway, unified llm api access, real-time observability, guardrails, prompt management
TrueFoundry Enterprise AI Gateway TrueFoundry · An enterprise-grade control plane featuring an LLM, MCP, and Agent Gat ...	Maturity unknown	saas, vpc, on_prem, open_source	enterprise	llm gateway routing, mcp gateway, agent gateway, prompt management, agent skills registry
Latitude LLM Latitude · Open-source observability for AI agents to find failures, dispatch fix ...	Open source project	saas, open_source, api	freemium	agent observability, trace ingestion, issue discovery, failure clustering, custom signals
Opik Comet ML · An open-source tool for debugging, evaluating, and monitoring LLM appl ...	Open source project	saas, open_source, on_prem	freemium	trace logging, llm-as-a-judge evaluation, heuristic metrics, hallucination detection, prom ...

Saris Saris · An agentic workflow platform designed for banks and credit unions to a ...	Early stage startup	saas	enterprise	back-office workflow automation, lending automation, compliance automation, document intak ...
Cohere Cohere · Provides enterprise-grade foundation models and an agentic AI platform ...	Maturity unknown	saas, vpc, on_prem, api	enterprise	agentic enterprise platform, generative language models, intelligent search, speech recogn ...
Dify LangGenius · A platform for building agentic workflows and RAG pipelines with rich ...	Open source project	saas, vpc, on_prem, api, open_source	unknown	visual workflow builder, agent builder, rag knowledge pipelines, plugin marketplace, mcp t ...
Langfuse Langfuse · An open-source LLM engineering platform providing tracing, prompt mana ...	Open source project	saas, vpc, on_prem, open_source	freemium	llm tracing, llm-as-a-judge evals, human annotation, prompt management, playground model c ...
Gemini 3.8 Live Google · An advanced live dialogue model combining conversational intelligence ...	Big tech	api, saas	unknown	real-time voice conversation, visual grounding, 97-language auto switching, background too ...
Akto Akto · An AI security platform that secures AI agents, MCPs, LLMs, and Gen AI ...	Growth stage startup	saas, on_prem, open_source	unknown	agentic ai discovery, mcp cataloging, automated red teaming, security posture management, ...
Dynamiq Dynamiq · An orchestration framework for building agentic AI and LLM application ...	Big tech	saas, vpc, on_prem	freemium	agentic application builder, conversational workflows, knowledge and rag, model deployment ...
Future AGI Future AGI · An open-source, self-hostable end-to-end platform for evaluating, obse ...	Open source project	saas, api, open_source, vpc	freemium	agent simulations, synthetic data generation, datasets, agent ide, experiments
Gemini Enterprise for Financial Services Google · An agentic platform aimed at capital markets and corporate banking tea ...	Big tech	saas	per_seat	data-grounded search, prebuilt agents, no-code agent builder, workflow automation, agent g ...
GoModel Enterpilot · An AI gateway and control plane written in Go, serving as an alternati ...	Open source project	open_source, on_prem, api	freemium	provider routing across 31 providers, virtual model aliases, weighted load balancing, cost ...
Headroom Headroom Labs · Library, proxy, and MCP server to compress tool outputs, logs, files, ...	Open source project	open_source, api, on_prem	unknown	context compression, tool output compression, reversible compression, cache optimization, ...
Legora Legora · Rebuilds legal research with comprehensive data, a full ontology of la ...	Maturity unknown	saas, desktop	unknown	agentic workflows, legal research, regulatory monitors, document review, tabular review
PipesHub pipeshub-ai · An open-source platform for securely connecting enterprise knowledge t ...	Open source project	saas, vpc, on_prem, open_source	unknown	permission-aware search, verified citations, knowledge graph retrieval, confidence scoring ...

Zamp Zamp · An AI agent platform for enterprise workflow automation that allows te ...	Early stage startup	saas	unknown	autonomous process execution, invoice processing, process learning from examples, human es ...
Encord Encord · A computer vision data platform that provides annotation, management, ...	Maturity unknown	saas, api, vpc	enterprise	multimodal annotation, video annotation, lidar annotation, sensor fusion labeling, embeddi ...
Scale AI Scale AI · A platform for building and managing high-quality training data for AI ...	Incumbent	saas	enterprise	data engine, data labeling, model training, expert contributor sourcing, private benchmark ...
FloQast FloQast · An accounting workflow automation platform that provides AI-driven inn ...	Scaleup	saas	enterprise	global month-end close, automated reconciliations, ai transaction matching, journal entry ...
OpenLIT OpenLIT · Open-source observability and evaluation platform for AI agents and co ...	Open source project	open_source, on_prem, free saas		llm tracing, agent observability, coding agent spend tracking, prompt versioning, prompt h ...
Pipelex Pipelex · A declarative language for composable AI workflows serving as a devtoo ...	Early stage startup	saas, on_prem, api, open_source	enterprise	declarative ai methods, typed schemas, deterministic pipelines, document extraction, cv sc ...
Julius AI Julius · An analytics copilot that enables users to perform data analysis, gene ...	Early stage startup	saas	unknown	chat with data, excel analysis, ai website builder, ai presentations, image generation
Labelbox Labelbox · An enterprise-grade data labeling and annotation platform for computer ...	Maturity unknown	saas, api	freemium	rl environments, data labeling, synthetic data generation, managed agents, agent orchestra ...
DeepSeek Reasonix DeepSeek-native AI coding agent for your terminal engineered around pr ...	Open source project	open_source, desktop, free on_prem		long-running autonomous agent, per-tool-call permissions, workspace sandbox, per-turn chec ...
Haystack Deepset · An open-source AI orchestration framework for building production-read ...	Open source project	open_source, saas, on_prem	enterprise	agent orchestration, advanced rag pipelines, tool calling, context engineering, multi-agen ...
Meetily Zackriya Solutions · A privacy-first, self-hosted AI meeting note taker with fast local tra ...	Open source project	open_source, desktop, freemium on_prem, vpc		local recording and transcription, real-time transcription, speaker diarization, ai meetin ...
Open Code Review Alibaba · Hybrid architecture code review tool combining deterministic pipelines ...	Open source project	open_source, api	free	line-level review comments, branch and diff review, commit review, multi-model support, cu ...
Owen Code Alibaba · Open-source AI coding agent that lives in your terminal.	Open source project	open_source, api, desktop	freemium	natural language coding, bug debugging, codebase navigation, file editing, command executi ...

OpenCursor Pawan.Krd · Open-source Cursor-like AI coding agent for VS Code with agentic chat- ...	Open source project	desktop, open_source free	agent chat in vs code, 25 agent tools, inline edit review, agent/ask/plan/debug modes, app ...
Pizza Bot Pizza Bot OSS (developed at Amazon) · Self-hosted desktop app that runs AI agents in the background and expo ...	Open source project	open_source, desktop free	async agent inbox, unread and action queues, human-in-the-loop approvals, checkpointed res ...

MOVES ON TRACKED PRODUCTS

- Meetily: news "Zackriya-Solutions/meetily" on 2026-09-21
- Pipelex: news "Pipelex/pipelex" on 2026-09-21
- Dify: news "langgenius/dify" on 2026-09-21
- Akto: news "akto-api-security/akto" on 2026-09-21
- Langfuse: news "langfuse/skills" on 2026-09-21
- Haystack: news "deepset-ai/haystack" on 2026-09-21
- Dynamiq: news "dynamiq-ai/dynamiq" on 2026-09-21
- Gemini 3.8 Live: news "Gemini 3.8 Live's Extended Thinking Model Beats OpenAI and xAI, Barely, and Maybe Briefly" on 2026-09-19
- Gemini 3.8 Live: launch "Google Launches Gemini 3.8 Live Models That Can Reason While They Talk" on 2026-09-18
- Future AGI: feature "Future AGI security page updated confirming SOC 2 Type II, ISO 27001, HIPAA BAA, and GDPR/CCPA DPA c ..." on 2026-09-18
- Saris: partnership "Saris Listed on Fiserv AppMarket as Pre-Integrated AI Lending Automation Partner" on 2026-09-18
- PipesHub: news "PipesHub listed on AlternativeTo as open-source Apache 2.0 workplace AI platform with 4 listed alter ..." on 2026-09-18
- Gemini 3.8 Live: launch "Google Launches Gemini 3.8 Live To Level Up Simple Chatbots With Voice" on 2026-09-17
- Gemini 3.8 Live: news "Google's Gemini 3.8 beats rivals on AI voice and slashes costs" on 2026-09-17
- Gemini 3.8 Live: news "Gemini 3.8 Live: Upgrade for Real-time Voice Models for Voice Agents" on 2026-09-16
- Gemini 3.8 Live: launch "Google Releases Gemini 3.8 Live and 3.8 Live Extended Thinking for Production Grade Voice Agents" on 2026-09-15
- Gemini 3.8 Live: launch "Google launches Gemini 3.8 Live and 3.8 Live Extended Thinking for production-grade voice agents" on 2026-09-15
- Gemini 3.8 Live: news "Build real-time voice applications with Gemini 3.8 Live and 3.5 Transcribe" on 2026-09-15
- Legora: news "Legora rebuilds legal research with comprehensive data, a full ontology of law, and an AI-native cit ..." on 2026-09-15

Methodology: the data half of this report (counts, directions, spans, coverage statements) is computed deterministically from the AI Atlas database. The narrative half is drafted by an AI model (Claude) over that frozen evidence pack only, then passed through a citation gate: any link the pack cannot vouch for is removed before rendering. Statistics in the prose come from the computed figures. Generated 2026-09-21.

The AI Atlas is an orientation tool, not a research product: it maps where the disagreement is and what evidence would move it. Nothing here is investment, legal, or professional advice.