

## Qualys (QLYS)

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# **QLYS** - How it makes money

- Qualys provides cloud-based security and compliance solutions to small and medium business companies.
  - \*Microsoft
- VM—vulnerability management
  - Identifies and mitigates vulnerabilities in IT infrastructure.
  - Range of non VM threat detection and compliance-related security solutions.
- ETM (Enterprise Tru-Risk management) is AI-powered unifier of solutions.

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# **Cybersecurity Industry outlook**

- All companies are prioritizing cybersecurity.
- Cost of cybersecurity failures is going up.
- Small and medium businesses cannot find or afford inhouse.
- Industry has strong competition both from large over-all, and small niche, providers.

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# **SWOT---Strengths**

- · Core business is vulnerability management.
- ETM combines all cybersecurity offerings.
- Strong emphasis on small/medium business.
- Dangers of compliance and analytics loss make for high switching costs.
- Strong financial condition.
- Excellent management.

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### **SWOT---Weaknesses**

- Tough competitive landscape.
- Small/medium business clients are riskier.
- Large competitors offer better deals, bundles.
- Small competitors may offer niche products.

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# **SWOT---Opportunities**

- Clients fearful of weakness in databases.
- More complex regulations.
- · Dependence on IT in every business.

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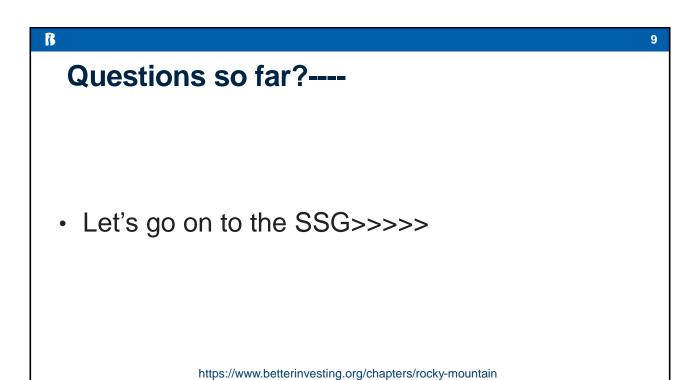
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## **SWOT---Threats**

- QLYS solutions become obsolete in a fast-moving industry.
- Geopolitical landscape deteriorates into cyberwarfare.

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