


Qualys (QLYS)

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October 23, 20024

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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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SWOT---Threats

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

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Questions so far?----

- Let's go on to the SSG>>>>>

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