# Dossier: FORCE SHIELD LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,864.00

**Award Date:** 2023-12-15

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

FORCE SHIELD LLC, doing business as Forcepoint, is a global cybersecurity firm that focuses on insider threat detection and prevention, cloud security, network security, data and endpoint security, and government security solutions. Their primary mission is to empower organizations to adopt data-driven decision-making while mitigating risks from malicious, negligent, or compromised users and systems. Forcepoint aims to solve the complex challenge of balancing security and productivity by providing adaptive security that understands user behavior and risk profiles, enabling secure access and data protection without hindering legitimate business operations. Their unique value proposition lies in their risk-adaptive protection model, integrating behavioral analytics, data loss prevention (DLP), and cloud security to dynamically adjust security controls based on real-time risk assessments, thereby minimizing false positives and optimizing security effectiveness.

**Technology Focus:**

* Dynamic Data Protection:\*\* Forcepoint’s DLP solutions use behavioral analytics and machine learning to classify and protect sensitive data across various channels, including cloud applications, endpoints, and networks. They offer adaptive data loss prevention, allowing organizations to control data access and movement based on user risk scores.
* Insider Threat Detection:\*\* Their Insider Threat solution analyzes user activity, communication patterns, and data access logs to identify anomalous behavior indicative of insider threats, whether malicious or unintentional. They utilize a UEBA (User and Entity Behavior Analytics) engine to detect and prioritize high-risk users and activities.

**Recent Developments & Traction:**

* Acquisition by Francisco Partners (January 2021):\*\* Forcepoint was acquired by Francisco Partners, a leading global investment firm that specializes in partnering with technology and technology-enabled services businesses. The financial terms were not disclosed. This acquisition signifies a commitment to accelerate Forcepoint's growth strategy.
* Integration with AWS Security Hub (October 2022):\*\* Forcepoint announced that its cloud security solutions integrated with AWS Security Hub, providing customers with a unified view of their security posture across AWS environments. This enhances visibility and streamlines security management for organizations leveraging AWS.
* Enhanced Data Loss Prevention Capabilities (Ongoing):\*\* Forcepoint continues to enhance its DLP solutions, adding support for new cloud applications and data types, and improving its behavioral analytics engine to reduce false positives and enhance threat detection accuracy. While specific dates and details are not always publicly disclosed, their product updates consistently focus on these areas.

**Leadership & Team:**

* Manny Rivelo (CEO):\*\* Rivelo has a strong background in cybersecurity, having previously served as CEO of AppViewX and held senior leadership positions at leading technology companies such as Riverbed Technology and Cisco Systems.

**Competitive Landscape:**

* Proofpoint:\*\* Proofpoint is a major competitor in the email security and data loss prevention market. Forcepoint differentiates itself through its stronger focus on insider threat detection and its risk-adaptive protection model that dynamically adjusts security controls based on user behavior.
* Broadcom (Symantec Enterprise Security):\*\* Broadcom's Symantec Enterprise Security is another competitor offering a broad suite of cybersecurity products. Forcepoint's differentiator is its focus on integrating various security technologies (DLP, UEBA, cloud security) to create a more holistic and adaptive security posture.

**Sources:**

1. [https://www.forcepoint.com/](https://www.forcepoint.com/)

2. [https://newsroom.forcepoint.com/](https://newsroom.forcepoint.com/)

3. [https://www.franciscopartners.com/news/francisco-partners-completes-acquisition-of-forcepoint/](https://www.franciscopartners.com/news/francisco-partners-completes-acquisition-of-forcepoint/)

4. [https://aws.amazon.com/marketplace/pp/prodview/prodview-aws-security-hub-forcepoint-cloud-security-gateway-connector](https://aws.amazon.com/marketplace/pp/prodview/prodview-aws-security-hub-forcepoint-cloud-security-gateway-connector)