

ORGANIZATION ANALYSIS ON

“TRELLIX (FIREEYE)”

Bangalore

Submitted to Tumkur University in partial fulfillment of requirements for the
award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted By

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SRI SIDDHARTHA INSTITUTE OF MANAGEMENT STUDIES

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CERTIFICATE

This is to certify that **Rakshitha SV** bearing **Reg. P11MS23M015085** is a bonafide student of the Master of Business Administration course of the Institute (2023-2024 Batch), Affiliated to Tumkur University. The Organization Analysis Report has been done with special reference to **Trellix(Fireeye)** and is prepared by her/his under the guidance of **Mrs. Smitha S**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Sri Siddhartha Institute of Management Studies, Tumkur.

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DECLARATION

I, **Rakshitha SV** hereby declare that the Organization Analysis with reference to “**Trellix(Fireeye)**” prepared by me under the guidance of **Mrs. Smitha S** Assistant Professor, M.B.A Department, Sri Siddhartha Institute of Management Studies, Maralur, Tumkur.

I also declare that this Organization Analysis report is towards the partial fulfillment of the university regulations for the award of the degree of Master of Business Administration by **Tumkur University**, Tumkur.

I further declare that this Report is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University Institution.

Place: Tumkur

signature:

Date:

Name:

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CHAPTER 1

INTRODUCTION

1.1 Industry Profile



➤ **Business and Service Industry :**

The business and service industry includes sectors such as hospitality, healthcare, finance, IT, and education, focusing on delivering intangible products and experiences. Key trends include digital transformation, customer experience enhancement, sustainability, and the rise of remote and personalized services. Companies face challenges like high competition and regulatory compliance but can succeed by investing in technology, workforce training, and sustainable practices.

Trellix, a privately held cybersecurity company, was founded in 2022 through the strategic combination of two major cybersecurity entities, FireEye and McAfee Enterprise. Trellix specializes in the detection and prevention of significant cybersecurity threats, offering a comprehensive suite of hardware, software, and services designed to investigate cyberattacks, protect against malicious software, and analyze IT security risks.

The foundation of Trellix can be traced back to a series of significant corporate maneuvers involving Symphony Technology Group (STG), a private equity firm known for investing in technology and services companies. In March 2021, STG announced its acquisition of McAfee Enterprise in an all-cash transaction valued at US\$4.0 billion. This acquisition was completed in July 2021, setting the stage for a rebranding and integration process.

Around the same time, in June 2021, FireEye, a prominent cybersecurity firm renowned for its advanced threat detection capabilities, sold its name and products business to STG for \$1.2 billion. This sale included FireEye's extensive portfolio of cybersecurity tools and its well-regarded brand. Following these acquisitions, STG decided to combine the acquired assets of FireEye and McAfee Enterprise to form a new entity, Trellix, focusing on extended detection and response (XDR) solutions. XDR represents a unified security incident detection and response platform that integrates multiple security products into a cohesive system, providing enhanced protection against complex cyber threats.

While Trellix emerged as a significant player in the cybersecurity landscape, STG also decided to operate McAfee Enterprise's security service edge (SSE) business as a separate entity. This led to the creation of Skyhigh Security, which specializes in cloud security solutions, catering to the growing need for securing cloud-based applications and data.

1.2 History

Trellix, a leading cybersecurity company, was officially established in January 2022 through the strategic merger of FireEye and McAfee Enterprise, facilitated by Symphony Technology Group (STG). This merger created a formidable force in the cybersecurity industry, combining the strengths of two highly respected entities to form an extended detection and response (XDR) powerhouse. Trellix aims to leverage the combined technologies and expertise of FireEye and McAfee Enterprise to provide comprehensive cybersecurity solutions that address the increasingly complex landscape of cyber threats.

The origins of Trellix are deeply rooted in the histories of its predecessor companies. FireEye was founded in 2004 by Ashar Aziz, a former Sun Microsystems engineer, who focused on developing virtual machines capable of safely analyzing internet traffic before it reached corporate or government networks. FireEye's first commercial product was launched in 2010, marking the beginning of its journey as a significant player in the cybersecurity market. Under the leadership of David DeWalt, who became CEO in 2012, FireEye prepared for an initial public offering (IPO), which it successfully completed in 2013, raising \$300 million.

FireEye's growth trajectory was significantly bolstered by strategic acquisitions, most notably the acquisition of Mandiant in December 2013 for \$1 billion. Founded in 2004 by Kevin Mandia, Mandiant was renowned for its incident response services and its expertise in investigating high-profile cyber-attacks. The acquisition of Mandiant allowed FireEye to expand its capabilities and become deeply involved in investigating major cyber incidents affecting high-profile organizations such as Target, JP Morgan Chase, Sony Pictures, and

Anthem. Mandiant's integration into FireEye enhanced its ability to provide comprehensive cybersecurity solutions and respond effectively to complex cyber threats.

In the early 2010s, FireEye expanded its global footprint, entering markets in the Middle East, Asia-Pacific, Europe, and Africa. This expansion was driven by the growing demand for cybersecurity solutions worldwide. Despite its rapid revenue growth, FireEye struggled with profitability due to high operating costs, particularly in research and development. In 2014, FireEye conducted a secondary offering, raising an additional \$1.1 billion to support product development and further acquisitions, including the high-speed packet capture company nPulse and the threat intelligence firm iSIGHT Partners. These acquisitions further diversified FireEye's product offerings and enhanced its threat intelligence capabilities.

Leadership changes at FireEye in 2016 saw Kevin Mandia, the former CEO of Mandiant, take over as CEO. Under Mandia's leadership, FireEye underwent restructuring and downsizing to address lower-than-expected sales, which included laying off 300–400 employees. The company shifted to a subscription-based model, which ultimately improved profitability by generating more consistent revenue streams and reducing costs. This strategic shift helped FireEye stabilize its financial position and continue its focus on innovation and cybersecurity excellence.

Parallel to FireEye's evolution, McAfee Enterprise was also making significant strides in the cybersecurity industry. In March 2021, STG acquired McAfee Enterprise for \$4 billion. This acquisition was part of STG's broader strategy to consolidate and enhance its cybersecurity portfolio. In June 2021, STG acquired FireEye's products business and brand for \$1.2 billion. This acquisition separated FireEye's cyber forensics unit, Mandiant, which continued to operate independently. The combined assets of FireEye and McAfee Enterprise under STG's ownership set the stage for the creation of Trellix.

The launch of Trellix in January 2022 marked a significant milestone in the cybersecurity industry. By combining the advanced technologies and expertise of FireEye and McAfee Enterprise, Trellix aims to provide a unified platform for extended detection and response (XDR). This platform integrates multiple security products into a cohesive system, offering enhanced protection against sophisticated cyber threats. Bryan Palma was appointed CEO of Trellix, bringing his extensive experience in cybersecurity to lead the company. Under Palma's leadership, Trellix is poised to become a critical partner for organizations seeking to safeguard their digital assets and navigate the complexities of the modern threat landscape.

Trellix's formation represents a significant step forward in the evolution of cybersecurity solutions. By leveraging the combined strengths of FireEye and McAfee Enterprise, Trellix is

well-positioned to address the ever-evolving challenges posed by cyber threats. The company's comprehensive suite of hardware, software, and services is designed to investigate cyber incidents, protect against malicious software, and analyze IT security risks, making Trellix a vital ally for organizations striving to maintain robust cybersecurity defenses in an increasingly digital world.

1.3 Vision, Mission and Values

Vision: Living Security Everywhere

Trellix's vision of "Living security everywhere" reflects a holistic approach to cybersecurity that integrates protection seamlessly into every aspect of digital life. This vision emphasizes the importance of creating a security ecosystem where safety measures are not just an afterthought but are ingrained in all digital interactions. By ensuring that security is omnipresent, Trellix aims to foster an environment where users can confidently engage with technology, knowing that their data and operations are protected at all times. This pervasive security approach is essential in today's world, where digital integration spans personal, professional, and governmental activities.

To achieve this vision, Trellix focuses on developing and deploying comprehensive security solutions that adapt to the dynamic nature of modern cyber threats. The company's advanced technologies and proactive strategies are designed to provide continuous protection across all digital platforms and devices. This means embedding security at every level, from individual user devices to complex corporate networks, and even extending to critical infrastructure. By doing so, Trellix ensures that security measures are always active, monitoring for threats and responding in real-time to mitigate risks before they can cause significant harm.

Moreover, the vision of "Living security everywhere" underscores Trellix's commitment to making security accessible and user-friendly. It recognizes that effective cybersecurity should not create barriers but should seamlessly integrate into everyday operations, enhancing user experiences without compromising safety. Trellix strives to create solutions that are intuitive and efficient, empowering users to take an active role in their security. This vision aligns with a broader goal of building a more secure digital world where security is not seen as a standalone feature but as a fundamental aspect of all technological advancements, ensuring a safer, more resilient, and thriving digital ecosystem for everyone.

Mission: Power a resilient, thriving world

Trellix's mission to "*Power a resilient, thriving world*" underscores a profound commitment to fortifying the digital landscapes that modern society relies upon. In an era where cyber threats are becoming increasingly sophisticated and pervasive, Trellix aims to provide cutting-edge cybersecurity solutions that not only defend against these threats but also enhance the overall resilience of organizations. This mission is rooted in the belief that a secure digital environment is fundamental to the progress and prosperity of businesses, governments, and communities worldwide. By delivering advanced detection and response capabilities, Trellix ensures that threats are quickly identified and neutralized, minimizing the impact of cyber incidents and ensuring continuity of operations.

Beyond mere protection, Trellix's mission is about enabling growth and innovation in a secure environment. In today's interconnected world, the digital economy is crucial for driving development and improving quality of life. Trellix helps organizations harness the full potential of technology without fear of cyber-attacks by ensuring that digital systems are resilient. This supports economic growth, fosters innovation, and contributes to a more stable and thriving global community. Trellix's comprehensive suite of services, including threat intelligence, incident response, continuous monitoring, and risk assessment, is tailored to meet the unique needs of diverse clients, ranging from small businesses to large enterprises and government agencies.

Furthermore, Trellix is committed to staying ahead of emerging threats through continuous research and development. By investing in the latest technologies and methodologies, the company anticipates and counteracts new cyber threats before they can cause harm. This forward-thinking approach is essential for maintaining a resilient digital landscape capable of supporting sustained growth and innovation. Trellix's mission to "*Power a resilient, thriving world*" embodies its proactive approach to cybersecurity, ensuring that digital assets are protected, operational continuity is maintained, and secure growth is enabled, ultimately contributing to a safer, more resilient global community.

Values:

➤ Open:

At Trellix, the principle of honoring our clients' and teams' needs is paramount. This means fostering a collaborative and inclusive environment where diverse perspectives are valued and integrated into our processes and solutions. We are committed to being aware of our own biases and actively working to mitigate them, ensuring that all voices are heard and

respected. By being receptive to feedback, we continuously improve and adapt to meet the evolving needs of our clients and team members. This open and respectful approach not only enhances our ability to deliver exceptional cybersecurity solutions but also builds a strong, cohesive, and innovative community within the company.

➤ **Tenacious**

At Trellix, the core value of being tenacious reflects our relentless pursuit of excellence and our unwavering commitment to achieving our goals. We approach every challenge with fearless determination, continuously striving for the highest standards of quality in everything we do. This tenacity drives us to push boundaries, innovate relentlessly, and overcome obstacles to deliver significant achievements. Whether it's developing cutting-edge cybersecurity solutions or responding to complex threats, our tenacious spirit ensures that we remain dedicated to protecting our clients and advancing the field of cybersecurity.

➤ **Curious**

At Trellix, the value of curiosity is central to our culture and drives our continuous innovation in cybersecurity. We believe in being deeply interested, engaged, and concerned about the people and world around us. This curiosity fosters a genuine care for our clients, team members, and the broader community, motivating us to understand and address their unique needs and challenges. Our relentless thirst for knowledge fuels our imagination and inspires us to reimagine possibilities, explore new technologies, and develop groundbreaking solutions. By cultivating a curious mindset, we remain at the forefront of cybersecurity, constantly learning and evolving to protect and empower those we serve.

➤ **Fun**

At Trellix, the value of fun encompasses a culture of balance, where we prioritize both high performance and personal well-being. We believe in being easy on people, recognizing the importance of empathy, compassion, and support in our interactions. Simultaneously, we hold ourselves to high standards of performance, pushing boundaries and striving for excellence in everything we do. By fostering an environment where everyone is encouraged to be their authentic selves, we celebrate diversity, creativity, and individuality. This inclusivity creates a sense of belonging and empowerment, allowing each team member to contribute their unique perspectives and talents to our collective success, ultimately making Trellix a vibrant and fulfilling place to work.

1.4 Quality Policy

At Trellix, our commitment to excellence is reflected in our Quality Policy, which serves as the cornerstone of our operations and guides every aspect of our work. We are dedicated to delivering unparalleled quality in every product, service, and interaction, ensuring that we meet and exceed the expectations of our clients and stakeholders. Our Quality Policy underscores our unwavering focus on customer satisfaction, continuous improvement, and adherence to the highest standards of excellence.

Central to our Quality Policy is a steadfast dedication to customer satisfaction. We prioritize understanding and anticipating the needs of our clients, striving to exceed their expectations at every opportunity. By maintaining open lines of communication, actively seeking feedback, and responding swiftly to inquiries and concerns, we ensure that our clients feel valued, supported, and confident in the quality of our offerings. At Trellix, customer satisfaction is not just a goal but a fundamental principle that drives our actions and decisions every day.

Furthermore, our Quality Policy emphasizes a culture of continuous improvement, where we constantly seek to enhance our processes, products, and services. We believe that there is always room for growth and innovation, and we are committed to fostering a culture of learning and adaptation throughout our organization. By embracing new technologies, methodologies, and best practices, we strive to stay ahead of the curve and deliver cutting-edge solutions that meet the evolving needs of our clients and the dynamic landscape of cybersecurity. Through ongoing evaluation, measurement, and refinement, we ensure that our quality standards remain at the forefront of industry excellence, positioning Trellix as a trusted leader in the field.

1.5 Administrative Profile



Bryan Palma, CEO

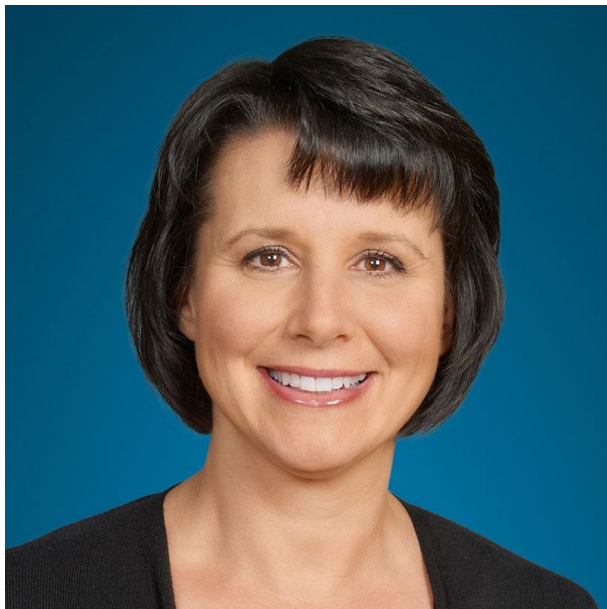


Yuneeb Khan

Chief Financial Officer

Yuneeb leads the finance organization at Trellix, including enterprise controllership, financial planning and analysis, global compliance, tax, treasury, and investor relations. Under Yuneeb's leadership, his team drives customer value, market innovation, and profitable growth across the business to advance Trellix's strategy and vision. Yuneeb has over 25 years of finance

and operational experience with a cross-section of market leaders, including Quotient, Nielsen, General Electric, and PricewaterhouseCoopers. Prior to Trellix, he served as Quotient's Chief Financial Officer and Chief Operating Officer, advancing strategy and initiatives to deliver organizational efficiencies. Yuneeb is a Qualified Chartered Accountant from the Institute of Chartered Accountants of Pakistan and a graduate of the Advanced Management Program of Harvard Business School.

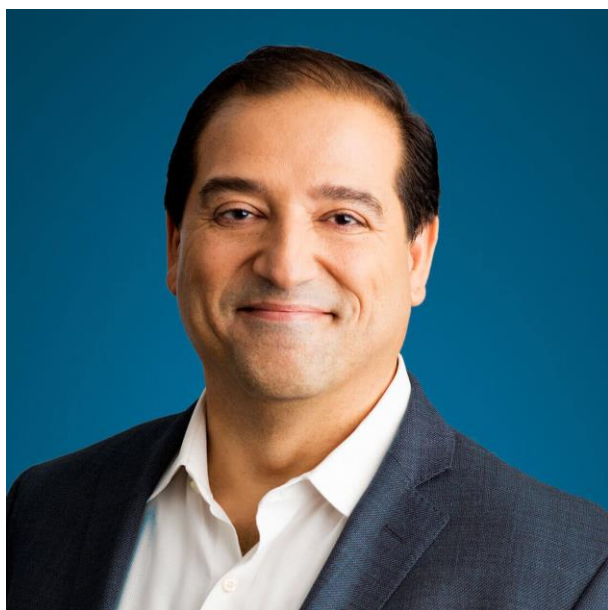


Kim Anstett

Chief Information Officer

Kim leads the Enterprise Technology and Operations organization at Trellix. Under her leadership, Kim's teams develop and execute a technology strategy that drives efficiency, flexibility, and transformation across the business to advance Trellix's vision. With more than 25 years industry experience, Kim brings her extensive background guiding teams to drive innovation. Prior to Trellix,

she was Executive Vice President and Chief Technology Officer at Iron Mountain leading teams across product development and innovation, and CIO at Nielsen, focused on customer value and increased cybersecurity outcomes.



Michael Alicea

Chief Human Resources Officer

Michael has galvanized internationally dispersed teams to deliver outstanding performances throughout mergers and divestitures, public to private and private to public transitions, reorganizations, business model and work culture transformations and internal/external crises. He leads the people-focused tech organization as it transforms while also serving as a public board member

at Emerald Expositions (EEX). Prior to his current role, Michael was Chief People Officer at NielsenIQ where he headed all HR activities for a workforce of 32K across 100+ countries.

Michael holds a Bachelor of Business Administration from Baruch College and completed graduate courses in Human Resources Management and Business Policy. He also completed the Nielsen Global Leadership Program in Mumbai, India and is a recognized champion of inclusion, diversity and equity.



Jason Andrew

Chief Revenue Officer

As a global strategic sales leader with a career spanning over 25 years at BMC Software, Jason has a strong history of turning around sales performance in dynamic and complex operating environments, driving and championing sales org transformation and building long lasting customer relationships. Having held his recent role as CRO at BMC Software for over three years, Jason is well

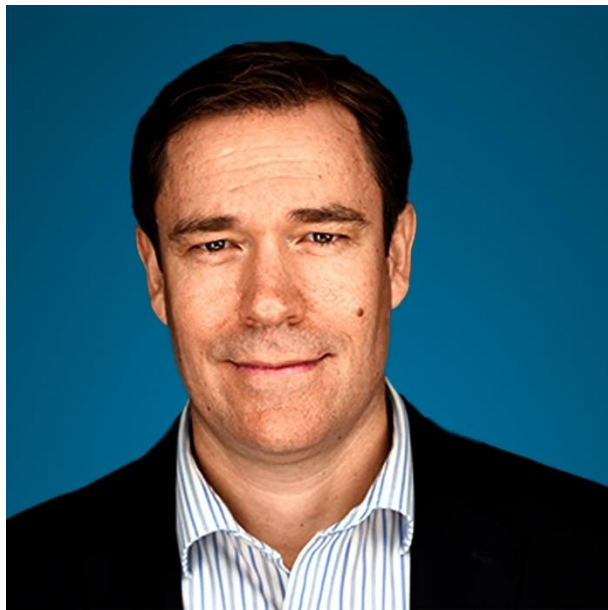
versed on the importance of bringing together powerful revenue teams to drive innovation, scale and growth.

Jason's career has spanned several continents, starting in Australia before holding leadership positions in his Native New Zealand, the UK as SVP EMEA followed by the US, leading several teams including Latin America, Americas, Worldwide Sales and his most recent role

as CRO. With a background primarily in Sales but also in Channel, System Integrators, Marketing and Customer Experience, Jason has a deep and unparalleled understanding of the core pillars of a business and how each can be leveraged in harmony for success.

As CRO at Trellix, Jason plays a pivotal role in driving revenue growth and is the leader and steward of success for our Worldwide Sales team.

Jason holds a degree in Accountancy from the Auckland University of Technology, New Zealand.



John Morgan

XDR General Manager

John leads the team responsible for Trellix's XDR platform and the innovative technology that promises to deliver a more unified and efficient approach to security. He brings 20 years of experience creating high-performing teams and industry-leading products, with proven success across cybersecurity, mobile applications, and SaaS internet services. John served as the CEO of cybersecurity company

Confluera, the General Manager of Security at F5, and the VP of Product and Ecosystems at MobileIron. His success in creating business growth stems from a customer-first culture, operational excellence, and proven long-term strategies that meet short-term goals.



Ash Parikh

Chief Marketing Officer

Ash drives brand, demand, and go-to-market strategy ensuring Trellix's differentiation in the cybersecurity industry. With a 30-year career scaling enterprise software and SaaS companies, Ash started his career in customer support and sales before transitioning to marketing leadership roles with market leading B2B enterprise software and SaaS companies including Informatica and Druva.

As CMO at Druva, he modernized demand generation programs and launched the industry's first SaaS platform for data resiliency. Ash has a growth marketing mindset and enjoys the use

of intent and personalization for intelligent engagement, interaction, and acquisition ultimately yielding growth.

Ash is an Advisory Board Member of Yellowbrick Data, CMO Council, and is a contributor to Forbes Communications Council. He holds a Bachelor of Science from Bangalore University in Engineering and a Masters of Business Administration from Adelphi University.

1.6 Corporate Social Responsibility



Empower honest, authentic work

Creating a safer environment means focusing on more than cybersecurity. It requires considering how our actions affect the organizations we support, the communities we live in, and the planet we all call home. At Trellix, we strive to help cultivate a resilient, trustworthy world for all by prioritizing

mindful and ethical business principles.

Four Pillars of CSR And Sustainability

➤ Purpose- We act with meaning and intention

In the realm of cybersecurity, we firmly believe that it is a field for individuals driven by the desire to make a positive impact on others' lives. At Trellix, we understand the intrinsic value of empowering our staff to engage in meaningful work that aligns with their values and aspirations. By providing an environment that encourages soulful work, we enable our employees to derive deeper meaning and fulfillment from their careers. These passionate individuals are instrumental in leveraging our collective expertise for the greater good, whether it's by sharing vital intelligence with institutions to enhance security measures or spearheading initiatives like No More Ransom aimed at combatting the scourge of ransomware. Through their dedication and commitment, our team members exemplify our shared mission of using technology and innovation to safeguard individuals, businesses, and communities from cyber threats, underscoring our unwavering commitment to serving the broader interests of society.

➤ People- We celebrate and support all employees

At Trellix, we recognize that our people are the driving force behind our success, which is why we prioritize their well-being, growth, and fulfillment. We encourage our team members to live their best lives both inside and outside of work by fostering a culture that values work-life

balance, personal development, and individual expression. We actively challenge the status quo by empowering our employees to voice their ideas, opinions, and concerns openly, fostering an environment where thoughtful discussion and constructive debate are encouraged. Central to our approach is our commitment to cultivating a diverse and inclusive workforce, where every voice is heard, respected, and valued. We continually examine our pay parity to ensure equity and fairness, striving to eliminate disparities and promote equal opportunities for all. Additionally, we celebrate the richness of our workforce through initiatives like Trellix VOICE, our employee resource groups, which provide platforms for individuals to connect, collaborate, and advocate for causes they believe in, further enhancing our commitment to diversity, inclusion, and empowerment.

➤ **Practices -We put integrity into action every day**

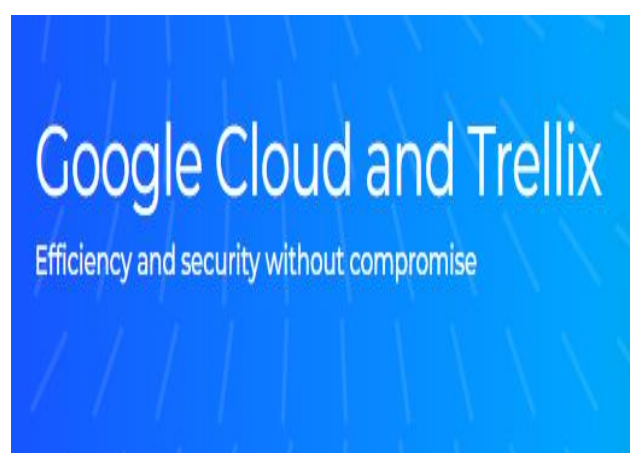
At Trellix, we prioritize honesty, trust, and transparency as fundamental principles that guide every aspect of our operations. These values are not only integral to our mission of building a resilient world but also reflect our commitment to being responsible corporate citizens. We hold ourselves to the highest ethical standards in all our interactions, ensuring integrity and fairness in every decision we make. By fostering an environment of openness and accountability, we strive to cultivate trust and confidence among our clients, partners, and stakeholders. Additionally, we are dedicated to avoiding conflicts of interest and adhering to all compliance requirements, further demonstrating our unwavering commitment to ethical conduct and integrity. For more information on our ethical guidelines and principles, we encourage you to explore our comprehensive Code of Conduct, which outlines our values and expectations in detail.

➤ **Planet- We improve the world we all share**

At Trellix, sustainability is not just a goal but a fundamental principle embedded within our ethical policies. We recognize the importance of minimizing our environmental impact and are committed to promoting sustainable practices across all aspects of our business operations. To achieve this, we actively encourage resource and energy savings in every facet of our activities, from our day-to-day operations to the development of our products and solutions. We prioritize promoting products that align with conservation efforts and work diligently to reduce environmental risks associated with our operations. Additionally, we are dedicated to fostering innovation that allows us to shrink the footprints of our solutions, IT practices, and facilities, ensuring that we contribute positively to environmental preservation while delivering cutting-edge cybersecurity solutions. By integrating sustainability into our ethical framework, we demonstrate our commitment to responsible stewardship of the planet and strive to make a meaningful difference in creating a more sustainable future for generations to come.

1.7 Technical and Other Collaborations

Trellix has forged strategic collaborations with several prominent companies in the cybersecurity industry, augmenting its capabilities and expanding its reach in delivering comprehensive security solutions. Among these partnerships, one notable collaboration is with **Cisco Systems**, a global leader in networking and cybersecurity technologies. Through this collaboration, Trellix integrates its advanced threat detection and response capabilities with Cisco's extensive network infrastructure solutions, enabling organizations to fortify their defenses against sophisticated cyber threats while ensuring seamless interoperability across their IT environments.



Trellix's acceptance into the Google Cloud Partner Advantage Program marks a significant milestone in its journey to provide cutting-edge cybersecurity solutions. As a Build Partner for both Google Cloud Platform and Google Workspace, Trellix gains access to a wealth of resources and tools offered by the program,

empowering it to develop and deliver innovative solutions to its customers. This achievement underscores Trellix's unwavering commitment to leveraging the latest technologies to address the ever-evolving landscape of cyber threats. By partnering with Google Cloud, Trellix reaffirms its dedication to providing unparalleled protection and security to organizations, harnessing the combined strengths of its expertise in cybersecurity and Google's robust cloud infrastructure. Together, Trellix and Google Cloud are poised to deliver transformative solutions that enable organizations to safeguard their digital assets and operations with confidence in the face of emerging cyber risks.

Another significant partnership for Trellix is with **Palo Alto Networks**, a leading provider of cybersecurity platforms and services. By combining Trellix's expertise in threat intelligence and incident response with Palo Alto Networks' next-generation firewall and cloud security offerings, organizations

Cisco Security and Trellix Security Operations and Analytics

How Trellix Security Operations and Analytics and Cisco Security work together

Trellix

Trellix Security Operations and Analytics and Cisco

can benefit from enhanced visibility, control, and protection against a wide range of cyber threats.

This collaboration underscores Trellix's commitment to delivering holistic cybersecurity solutions that address the evolving needs of modern digital enterprises.

Furthermore, Trellix has established collaborations with industry stalwarts such as **IBM** Security and Fortinet, leveraging their respective strengths in security analytics, endpoint protection, and network security. These partnerships enable Trellix to offer comprehensive security solutions that encompass threat detection, prevention, and response capabilities, empowering organizations to safeguard their critical assets and infrastructure from cyber threats effectively.



Additionally, Trellix collaborates with emerging cybersecurity innovators and startups, fostering a vibrant ecosystem of technology partners. By engaging with these companies, Trellix gains access to cutting-edge technologies and niche expertise,

allowing it to stay at the forefront of cybersecurity innovation and address niche security challenges more effectively.

In summary, Trellix's collaborations with industry leaders such as Cisco Systems, Palo Alto Networks, IBM Security, and **Fortinet**, as well as its engagements with emerging cybersecurity innovators, reflect its commitment to delivering best-in-class security solutions tailored to the diverse needs of its customers. These partnerships underscore Trellix's collaborative approach to cybersecurity, leveraging the collective expertise and resources of its partners to enhance the security posture of organizations worldwide.

1.8 Acquisitions

Trellix has strategically pursued several acquisitions to enhance its cybersecurity capabilities and expand its portfolio of offerings. These acquisitions have allowed Trellix to strengthen its position in the cybersecurity market and better serve its customers by integrating complementary technologies and expertise. Here's an overview of Trellix's acquisitions:

1. Mandiant (December 30, 2013): Trellix's acquisition of Mandiant, a leading provider of information security solutions, for \$1 billion marked a significant milestone in its expansion strategy. Mandiant's expertise in incident response and threat intelligence complemented Trellix's existing offerings, enabling the company to provide comprehensive cybersecurity solutions to its customers.

2. nPulse Technologies (May 8, 2014): Trellix's acquisition of nPulse Technologies, a company specializing in information security, for \$60 million further bolstered its capabilities in network security and threat detection. The acquisition of nPulse Technologies allowed Trellix to enhance its ability to monitor and analyze network traffic for potential threats and vulnerabilities.

3. iSight Partners (January 2016): Trellix's acquisition of iSight Partners, a leading provider of cyber threat intelligence solutions, for \$275 million expanded its threat intelligence capabilities. The acquisition of iSight Partners provided Trellix with access to a wealth of actionable intelligence on emerging cyber threats, enabling it to better protect its customers from advanced cyber-attacks.

4. Invotas (February 2016): Trellix's acquisition of Invotas, a company specializing in security orchestration, further strengthened its security automation capabilities. The acquisition of Invotas allowed Trellix to streamline and automate security processes, improving its ability to respond to cyber threats effectively.

5. The Email Laundry (October 2017): Trellix's acquisition of The Email Laundry, a provider of email security solutions, expanded its portfolio of offerings to include email security. The acquisition of The Email Laundry allowed Trellix to provide comprehensive email security solutions to its customers, protecting them from phishing attacks, malware, and other email-borne threats.

6. X15 Software (January 2018): Trellix's acquisition of X15 Software, a company specializing in machine and log data management, for \$15 million in equity and \$5 million in cash enhanced its capabilities in log management and data analytics. The acquisition of X15 Software allowed Trellix to better analyze and correlate security data, improving its ability to detect and respond to cyber threats.

7. Verodin, Inc. (May 2019): Trellix's acquisition of Verodin, Inc., a provider of security instrumentation solutions, for approximately \$250 million in cash and stock strengthened its capabilities in security validation and testing. The acquisition of Verodin, Inc. allowed Trellix to continuously validate the effectiveness of its security controls and optimize its security posture.

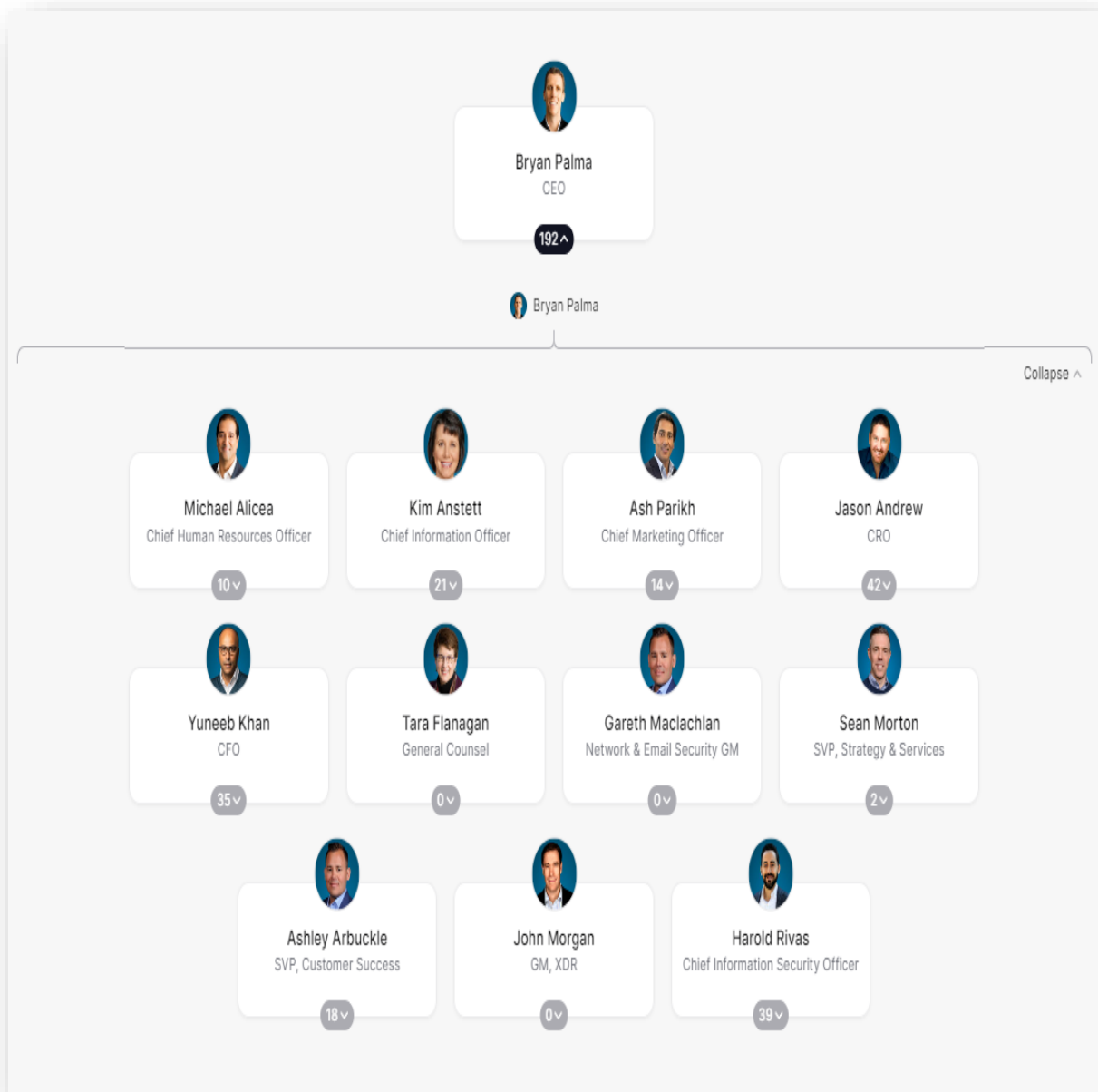
8. Cloudvisory (January 2020): Trellix's acquisition of Cloudvisory, a provider of cloud security solutions, for \$13.2 million in cash expanded its capabilities in cloud security. The acquisition of Cloudvisory allowed Trellix to provide comprehensive security solutions for cloud environments, helping its customers secure their cloud-based applications and data.

9. Respond Software (November 2020): Trellix's acquisition of Respond Software, a company specializing in decision automation, for approximately \$186 million in cash and stock further enhanced its capabilities in security automation. The acquisition of Respond Software allowed Trellix to automate the detection and response to cyber threats, improving its ability to protect its customers from advanced attacks.

Overall, these acquisitions have played a crucial role in Trellix's growth strategy, allowing it to expand its cybersecurity offerings, strengthen its capabilities, and better serve its customers in the ever-evolving threat landscape.

CHAPTER 2

2.1 Organization structure





Leadership Team:

About

The leadership team at Trellix has a wide range of experience in different industries and fields. Many members have experience in software engineering, application security, marketing, and customer experience. They also have a strong educational background, with degrees from prestigious universities in computer science, architecture, marketing, and English.

Team Members



Bryan Palma
CEO



Gareth Maclachlan
Network & Email Security GM



Kim Anstett
Chief Information Officer



Michael Alicea
Chief Human Resources Officer



Tara Flanagan
General Counsel



CEO and Executive Team:

About

The executive team at Trellix has a history of working in various companies across different industries. They have experience in application security, software engineering, demand generation, marketing, and human resources. They also have a variety of educational backgrounds, including computer science, architecture, marketing, and English literature.

Team Members



Bryan Palma
CEO



Gareth Maclachlan
Network & Email Security GM



Kim Anstett
Chief Information Officer



Michael Alicea
Chief Human Resources Officer

2.2 Geographical Footprint

Trellix maintains office locations across various regions worldwide to better serve its customers and partners. While specific office locations may evolve over time, here are some of the key office locations where Trellix may have a presence:

1. North America:

- Silicon Valley, California, USA
- New York City, New York, USA
- Washington D.C., USA
- Toronto, Ontario, Canada

2. Europe:

- London, United Kingdom
- Paris, France
- Frankfurt, Germany
- Amsterdam, Netherlands

3. Asia-Pacific:

- Singapore
- Tokyo, Japan
- Sydney, Australia
- Hong Kong

4. Middle East and Africa (MEA):

- Dubai, United Arab Emirates
- Riyadh, Saudi Arabia
- Johannesburg, South Africa
- Nairobi, Kenya

5. Latin America:

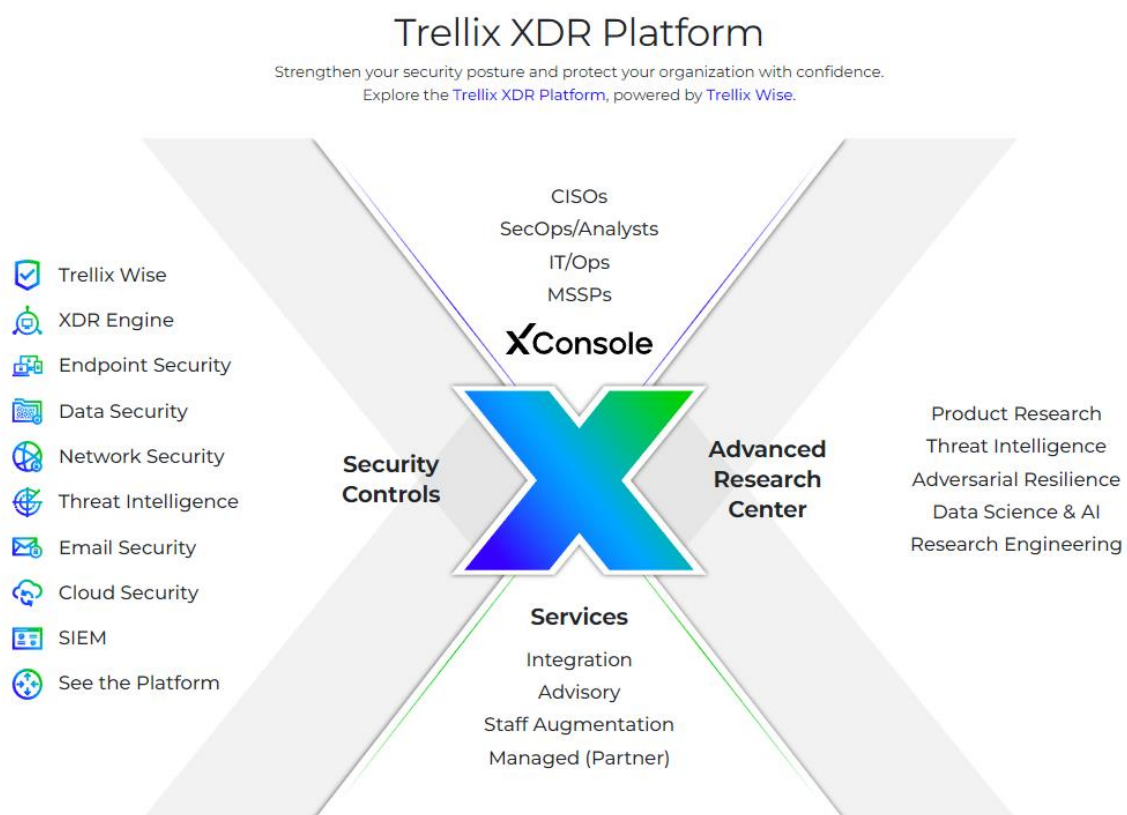
- Sao Paulo, Brazil
- Mexico City, Mexico
- Buenos Aires, Argentina
- Bogota, Colombia

6. India:

- Bangalore, Karnataka

These office locations represent strategic hubs where Trellix engages with customers, partners, and industry collaborators to deliver cutting-edge cybersecurity solutions and services. Additionally, Trellix may have satellite offices or remote workforce arrangements in other locations to support its global operations and ensure proximity to key markets and talent pools.

2.3 Departments / Functional Areas



The merger of FireEye and McAfee into Trellix marks a significant milestone in the cybersecurity industry, creating a formidable entity with expanded expertise and resources. Within Trellix, a diverse array of departments and functional areas form the foundation of our operations, driving our commitment to cybersecurity excellence and innovation. In this exploration, we will delve into the organizational structure of Trellix, highlighting the key pillars that define our collective efforts in safeguarding digital environments.

1. Research and Development (R&D): Responsible for developing new cybersecurity technologies, threat intelligence, and improving existing products.

- 2. Product Management:** Overseeing the lifecycle of cybersecurity products and services, from ideation to launch and maintenance.
- 3. Sales and Marketing:** Departments focused on promoting and selling cybersecurity solutions to businesses and consumers.
- 4. Customer Support and Services:** Providing technical support and consulting services to clients, helping them implement and use cybersecurity solutions effectively.
- 5. Operations and Infrastructure:** Managing the infrastructure and operations necessary to support the delivery of cybersecurity services, including data centers, networks, and cloud services.
- 6. Finance and Administration:** Handling financial operations, accounting, human resources, legal matters, and other administrative functions.
- 7. Cyber Threat Intelligence:** Analyzing global cyber threats, trends, and vulnerabilities to enhance the company's security offerings and protect its customers.
- 8. Legal and Compliance:** Ensuring that the company complies with relevant laws, regulations, and industry standards related to cybersecurity and data privacy.
- 9. Partnerships and Alliances:** Developing and managing relationships with other technology companies, cybersecurity vendors, and strategic partners.
- 10. Quality Assurance (QA) and Testing:** Ensuring the reliability, functionality, and security of cybersecurity products through rigorous testing and quality assurance processes.

In conclusion, the integration of FireEye and McAfee under the banner of Trellix represents a consolidation of talent and capabilities aimed at addressing the evolving challenges of cybersecurity. Across departments and functional areas, Trellix harnesses a wealth of knowledge and experience to deliver cutting-edge solutions to our clients. As we navigate the complex landscape of cyber threats, the cohesive efforts of each department within Trellix reinforce our position as a trusted leader in cybersecurity, dedicated to securing the digital future for businesses and individuals worldwide.

2.4 Certifications



SecOps and Analytics Recognitions



Extended Detection and Response (XDR): Trellix XDR Platform

[Learn More](#) →



Extended Detection and Response (XDR): Trailblazing Award

[Read the press release](#) →

FORRESTER

Representative vendor in the Forrester Extended Detection And Response Platforms Landscape, Q4 2023



Editor's Choice for Extended Detection and Response (XDR) in the Top InfoSec Innovator Awards for 2023

[Read the press release](#) →

Gartner

Representative Vendor in the Gartner, 2023 Market Guide for Extended Detection and Response

[Read the blog](#) →



2023 Cybersecurity Excellence Awards Gold Winner Endpoint Security (NA).

[Read the blog](#) →



Leader on the 2022 PeerSpot Extended Detection and Response (XDR) segment

[Read the blog](#) →

GIGAOM

Leader in the 2022 Gigaom Radar Extended Detection and Response (XDR).

[Read the blog](#) →

OMDIA

Challenger Omdia Universe Comprehensive XDR 2022.



2022 MITRE Engenuity ATT&CK Evaluations: Selected MITRE's most used Technique (T105: Ingress Tool Transfer) 100% of the time.

[Read the blog](#) →



2022 Innovative XDR Solution of the year Winner for FSA (UAE).



2022 ICT Awards Winner: Best XDR platform vendor.

Gartner

Representative vendor in the Gartner Market Guide for Extended Detection and Response, 2023.

Gartner

Top 3 largest Endpoint Protection Platform vendor worldwide, 2022

XDR Recognitions



Leader in the 2023 GigaOm Radar for Data Loss Prevention (DLP)



#1 Leading Solution with Gold Medal in the 2023 Info-Tech Data Quadrant for DLP Report.

[Read the review](#) ↗



Large Vendor in the Forrester Data Security Platforms (DSP) Landscape, Q1 2023.



Leader with Gold Medal in the 2022 Info-Tech Data Quadrant for DLP Report.



Representative vendor in the Gartner Market Guide for DLP, 2023.

[Read the blog](#) →

Data Security Recognitions



Network Detection and Response: Publisher's Choice Award

[Read the press release](#) →



Representative Vendor in the Gartner Market Guide for Network Detection and Response, 2022.

[Read the blog](#) →



Miercom Certified Secure Distinction Award – Next-Generation IPS.

[Read the blog](#) ↗



2022 The Global Awards NDR Silver Globe® Winner.



Large Vendor in the Forrester Network Analysis And Visibility Landscape, Q1 2023.

[Read the blog](#) →



2021 NAVWAR Awards First Place in Network Threat Detection Challenge.

[Read the blog](#) ↗

Network Security Recognitions



2023 Cybersecurity Excellence Awards Gold Winner Email Security (NA).

[Read the blog](#) ↗



SE Labs awards Trellix Email Security AAA and 100% Total Accuracy Ratings

[Read the report](#) ↗



Representative vendor in the Gartner Market Guide for Email Security, 2023.

[Read the blog](#) →



Mid-size Vendor in the Forrester Now Tech: Enterprise Email Security Providers, Q1 2023.



Leader in the Frost Radar: Email Security, 2022.

[Read the report](#) →



100% of customers recommend Trellix on Gartner Peer Insights Email market.

[Read the review](#) ↗

Email Security Recognitions



Notable Vendor in The Forester Cloud Workload Security Landscape, Q3 2023.



84% of customers recommend Trellix on Gartner Peer Insights Cloud Workload Protection Platforms (CWPP) market.

[Read the review](#) ↗

Cloud Security Recognitions



Threat Intelligence: Cutting Edge Award

[Read the press release](#) →

Threat Intelligence Recognitions



Endpoint Security:
Trailblazing Award

[Read the press release →](#)



Leader in Worldwide Modern
Endpoint Security for
Enterprises, 2024

[Read the report →](#)



Leader in Worldwide Modern
Endpoint Security for Midsize
Businesses, 2024

[Read the report →](#)



Less false positives and
prevented more malware than
CrowdStrike.

[Read the blog →](#)



Lower false positives on non-
business than Microsoft and
CrowdStrike.

[Read the blog →](#)



99.7% protection rates in the
latest AV Comparatives in 2023.

[Read the blog →](#)



Trellix Awarded 2023 Global
Company of the Year by Frost
& Sullivan

[Read the report ↓](#)



Trellix is a Strong Performer in
Forrester™: Endpoint Security,
Q4 2023



Trellix is Leader in the 2023
GigaOm Radar for Endpoint
Detection and Response (EDR)



2023 Fortress Cyber
Security Awards Endpoint
Detection Winner



2023 Globe Information
Technology World Awards Gold
Winner for Hot Technologies of
the Year, Cybersecurity – Trellix
Endpoint Security.



Trellix is positioned as a Large
Vendor in The Forrester
Endpoint Security Landscape,
Q2 2023.



THE RADICATI GROUP, INC.
A TECHNOLOGY MARKET RESEARCH FIRM

Trellix is positioned as a Top
Player in the 2023 Radicati
Market Quadrant for
Endpoint Security.



Trellix received 4.8 out of 5 stars
from customers on the Gartner
Peer Insights EDR Market.

[Read the review ↗](#)



Among the highest rated
vendors on the Gartner Peer
Insights EDR market.

[Read the review ↗](#)

Endpoint Security Recognitions

2.5 Initiatives

1 Gender Diversity:



Trellix recognizes the importance of gender diversity and is committed to fostering an inclusive workplace environment where individuals of all genders feel valued, respected, and empowered to thrive. Several initiatives underscore Trellix's dedication to gender diversity:

- **Diversity and Inclusion Programs:** Trellix has implemented comprehensive diversity and inclusion programs designed to promote gender diversity at all levels of the organization. These programs include awareness campaigns, training workshops, and resources to educate employees on the importance of diversity and inclusivity.
- **Recruitment and Hiring Practices:** Trellix prioritizes diversity in its recruitment and hiring processes, striving to attract and hire talented individuals from diverse gender backgrounds. The company actively seeks out candidates from underrepresented groups and ensures that its hiring practices are fair and unbiased.
- **Employee Resource Groups:** Trellix fosters a sense of community and support through employee resource groups (ERGs) dedicated to gender diversity. These groups provide networking opportunities, mentorship programs, and forums for discussing gender-related issues in the workplace.
- **Leadership Development:** Trellix is committed to developing and promoting women leaders within the organization. The company offers leadership development programs, mentorship initiatives, and opportunities for women to take on leadership roles in various departments and functional areas.
- **Equal Pay and Benefits:** Trellix is committed to pay equity and offers competitive compensation and benefits packages to all employees, regardless of gender. The company regularly reviews its pay practices to ensure fairness and transparency.
- **Flexible Work Policies:** Trellix recognizes the importance of work-life balance and offers flexible work arrangements to accommodate the needs of employees, including those with caregiving responsibilities. Flexible work policies enable employees of all genders to achieve greater work-life integration.

By implementing these initiatives and fostering a culture of inclusivity, Trellix strives to create a workplace where gender diversity is celebrated, and all employees have the opportunity to reach their full potential.

According to the Aspen Digital Tech Policy hub's latest report, women make up 51% of the population but only 24% of the cybersecurity workforce. We're working to change those numbers for the better.

1. Social Inclusion:



The HACE-Trellix Cybersecurity Accelerator, a collaborative effort between Trellix and the Hispanic Alliance for Career Enhancement (HACE), is a groundbreaking mentorship and education program aimed at promoting diversity and talent development within

the cybersecurity sector. Leveraging HACE's extensive network, the program sources candidates from its 97,000-strong membership base, providing them with leadership skills training and valuable insights into the cybersecurity industry through interactions with Trellix leadership. Notably, participants who successfully complete the program and exhibit the necessary skills and qualifications will have the opportunity to engage with Trellix's Talent Acquisition Team, potentially paving the way for full-time roles within the organization. This initiative underscores Trellix's steadfast commitment to fostering diversity, inclusion, and career advancement opportunities within the cybersecurity domain, while also demonstrating its dedication to empowering individuals from underrepresented backgrounds to thrive in the field.



Through our collaboration with Gotara, a leading global career growth platform tailored for women in STEM+, Trellix is proud to offer our female employees access to a transformative resource designed to nurture professional growth and leadership

development. Gotara provides a secure and personalized environment where women can cultivate skills, receive confidential guidance, and apply practical insights directly to their daily

work. With turnkey programs and unparalleled support, Gotara's machine learning-driven platform empowers women at Trellix to accelerate their careers, hone their expertise, and contribute to the advancement of cybersecurity leadership. This partnership underscores Trellix's commitment to fostering diversity, equity, and inclusion within our organization while championing the next generation of female leaders in STEM fields.

2. Community Programs:

As the Managing Director of Trellix, Mahipal Nair embarked on a transformative journey to Seegur Haadi, a remote village nestled ahead of Mysore, alongside his team. This expedition, planned in March, was not just a routine visit but a profound opportunity to witness the impact of Trellix's Corporate Social Responsibility (CSR) initiatives firsthand. With a firm commitment to environmental conservation and community upliftment, Trellix had funded a series of CSR projects in this village, focusing on electrification through solar power plants.

As Mahipal and his team ventured into Seegur Haadi, they were met with a warm welcome from the Jenu Kuruba Tribe, a Particularly Vulnerable Tribal Group residing in the region. These tribal communities, once thriving within the forest, had been displaced to the fringes due to conservation efforts, leading to vulnerability and poverty. Recognizing the challenges faced by these communities, Trellix partnered with Swami Vivekananda Youth Movement (SVYM), an NGO dedicated to their upliftment, to drive meaningful change.



The journey unfolded as Mahipal and his team visited the SVYM Hospital and the Tribal School, witnessing firsthand the dedication of individuals who had devoted their lives to serving these communities. The tribal school, reminiscent of Mahipal's own village school in Rajasthan, stood as a beacon of hope, offering education and skill development to tribal children in a remote setting. Moved by the resilience and spirit of the villagers, Mahipal understood the profound impact of access to basic amenities like electricity on their lives.

As dusk descended, Mahipal and his team reached Seegur Haadi for the much-awaited inauguration of the solar power plants funded by Trellix. The sight of the village illuminated for the first time filled the hearts of the villagers with joy and gratitude. Mahipal realized the transformative power of CSR initiatives, not just in providing infrastructure but in empowering communities to thrive sustainably. Trellix's commitment to environmental conservation extended beyond mere funding, encompassing long-term sustainability through initiatives like training local youth for plant maintenance and conducting socio-economic studies to measure impact.

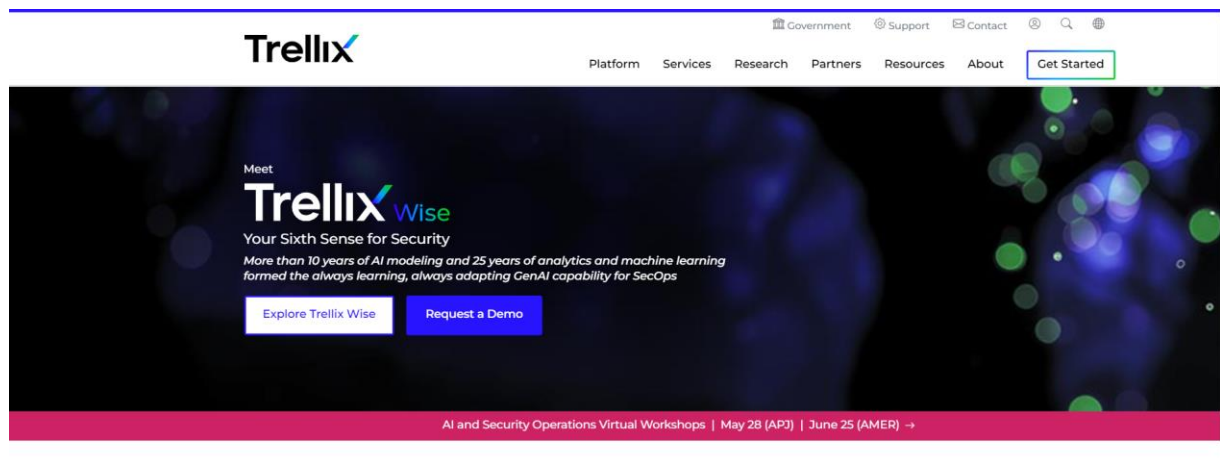


The experience left Mahipal reflecting on the importance of gratitude, resilience, and the profound impact that corporate initiatives can have on society. It reinforced Trellix's dedication to environmental conservation and community empowerment, inspiring Mahipal and his team to continue their journey of making a meaningful difference in the world.

2.6 Highlight of Company's Website

- 1. Mission and Values:** Trellix's website prominently features its mission statement and core values, reflecting the company's commitment to excellence, innovation, and social responsibility.
- 2. Product and Services:** Visitors can explore Trellix's comprehensive suite of cybersecurity solutions, including threat detection, incident response, and risk management offerings. The website provides detailed information about each product and service, showcasing their features, benefits, and use cases.
- 3. Customer Success Stories:** Trellix highlights real-world case studies and success stories to demonstrate the effectiveness of its solutions in addressing cybersecurity challenges across

various industries. These stories showcase how Trellix has helped organizations detect and mitigate threats, protect sensitive data, and safeguard their digital assets.



PLATFORM CAPABILITIES

Trellix Wise
XDR Engine
Endpoint Security
Data Security
Network Security
Threat Intelligence
Email Security
Cloud Security
SIEM
[View All Products](#)

RESEARCH

[Advanced Research Center](#)
[Reports](#)

RESOURCES

[Webinars](#)
[Weekly Tech Talk Series](#)
[Events](#)
[Resource Library](#)

SECURITY AWARENESS

[What is XDR?](#)
[What is Endpoint Security?](#)
[What is EDR?](#)
[What is MITRE?](#)
[What is Ransomware?](#)
[View All Topics](#)

PROFESSIONAL SERVICES	EDUCATION AND TRAINING
Trellix Thrive	Education Services
Solution Services	Training Courses
Consulting and Threat Services	

4. Company News and Updates: The website features the latest news, press releases, and updates from Trellix, providing insights into company milestones, partnerships, and industry developments. Visitors can stay informed about Trellix's ongoing initiatives, product launches, and thought leadership contributions.

5. Corporate Social Responsibility: Trellix emphasizes its commitment to corporate social responsibility (CSR) and sustainability efforts. The website highlights Trellix's initiatives aimed at giving back to the community, promoting diversity and inclusion, and reducing its environmental footprint.

6. Careers and Opportunities: Prospective employees can explore career opportunities at Trellix through the company's careers portal. The website provides information about job openings, employee benefits, and the company culture, allowing candidates to learn more about what it's like to work at Trellix and how they can contribute to its success.

7. Contact Information: The website includes contact details for Trellix's offices, allowing visitors to reach out for inquiries, partnership opportunities, or customer support. Additionally, visitors can access resources such as whitepapers, webinars, and blog posts for further insights into cybersecurity trends and best practices.

Overall, Trellix's website serves as a comprehensive hub for information about the company's products, services, values, and impact, providing visitors with a clear understanding of its offerings and its commitment to cybersecurity excellence.

CHAPTER 3

3.1 Product Line

1. Email Security
2. Endpoint Security
3. File Security
4. Cross Vendor Management Interface
5. Cyber Security Hardware and Software

1. Email security:



Protecting cloud-based infrastructure is crucial in today's digital landscape, and Trellix offers robust Email Security solutions to meet this need. With Trellix's Email Security, businesses can effectively identify, isolate, and respond to threats such as malware, phishing URLs, impersonation techniques, and spam campaigns. This comprehensive solution includes an antivirus and antispam add-on, ensuring a thorough defense against a wide range of email-based threats. The seamless integration with Microsoft 365 and Google Workspace means that your email systems are protected without any disruption, allowing your business to fully embrace the cloud. By consolidating the email security stack, Trellix helps organizations proactively address both traditional malware attacks and sophisticated, malware-less threats.

To further streamline the response to these threats, Trellix's Email Security provides analysts with the necessary context to simplify alert prioritization, making it easier to manage and

respond to incidents efficiently. The solution's use of globally shared, real-time evidence enhances threat identification accuracy, reducing the occurrence of false positives. This not only ensures a more reliable security posture but also optimizes the workflow of security teams. By leveraging Trellix's advanced Email Security solutions, businesses can safeguard their cloud-based infrastructure, maintain operational continuity, and focus on strategic initiatives with confidence in their email security measures.

2. Endpoint Security:



Trellix (formerly FireEye and McAfee Enterprise) is a privately held cybersecurity company founded in 2022. Specializing in the detection and prevention of major cybersecurity attacks, Trellix offers a range of hardware, software, and services designed to investigate cybersecurity incidents, protect against malicious software, and analyze IT security risks. Central to their offerings is the Endpoint Security Suite, which is integrated into their XDR (Extended Detection and Response) Platform. This suite provides flexible detection, response, and remediation solutions, delivering comprehensive protection to reduce the attack surface and enhance contextual visibility.

The Endpoint Security Suite empowers organizations with informed control over their endpoints, ensuring robust protection in today's dynamic threat landscape. By leveraging Trellix's advanced solutions, businesses can achieve proactive and intelligent endpoint protection, maintaining security and resilience against evolving cyber threats. For organizations seeking to fortify their endpoint security, Trellix's integrated approach offers a reliable and effective defense mechanism.

3. File Security:



Trellix (formerly FireEye and McAfee Enterprise) is a privately held cybersecurity company founded in 2022. It specializes in detecting and preventing major cybersecurity attacks. Trellix provides hardware, software, and services to investigate cybersecurity incidents, protect against malicious software, and analyze IT security risks.

One of its standout products, Trellix File Protect, secures data assets across various file types, guarding against attacks originating from email, online file transfer tools, the cloud, and portable storage devices. The product utilizes the Trellix Intelligent Virtual Execution (IVX) engine to analyze file shares and enterprise content repositories. This engine is capable of detecting zero-day malicious code embedded in common file formats such as PDF, MS Office, vCards, ZIP/RAR/TNEF, as well as multimedia content like MP3, Real Player, JPG, and PNG. For more detailed information, you can explore their official website [here](#).

4. Cross Vendor Management Interface:

Certainly! Trellix (formerly FireEye and McAfee Enterprise) is a privately held cybersecurity company that was founded in 2022. It specializes in detecting and preventing major cybersecurity attacks. Trellix provides hardware, software, and services designed to investigate cybersecurity incidents, protect against malicious software, and analyze IT security risks. Through its comprehensive solutions, Trellix helps organizations safeguard their digital assets and maintain robust security postures in the face of evolving cyber threats.



5. Cyber Security Hardware and Software:



- **Purpose:** Protects the machine and peripheral hardware from harm.
- **Components:** Utilizes dedicated **integrated circuits (ICs)** designed for cryptographic functions and defense against attacks.
- **Focus:** Immunity from inherent vulnerabilities and security holes in the operating system.
 - **Weakest Link:** Software is often the weakest link in security chains.
 - **Human Factor:** Vulnerabilities may arise due to human factors.
 - **Patch Speed:** Software vulnerabilities can be patched faster than hardware.
 - **Impact:** Software vulnerabilities have an immediate impact but are shorter-lived.

- **Effectiveness:** Effective in physically secure environments, preventing unauthorized access.

3.2 Brand and Major Customer



While specific names of customers for Trellix (formerly FireEye and McAfee Enterprise) may not be publicly disclosed due to confidentiality agreements and security concerns, the company serves a number of high-profile clients across various industries. Trellix's solutions are widely trusted by major organizations, which include:

1. Financial Services:

- Bank of America: Known for leveraging advanced cybersecurity solutions to protect its extensive financial data and customer information.
- JP Morgan Chase: A major financial institution that uses comprehensive security measures to defend against sophisticated cyber threats.

2. Healthcare:

- Mayo Clinic: A leading healthcare provider that ensures the security and privacy of patient data through robust cybersecurity practices.
- Kaiser Permanente: Utilizes advanced cybersecurity tools to protect patient information and secure healthcare systems.

3. Government Agencies:

- U.S. Department of Homeland Security (DHS): Employs advanced cybersecurity measures to safeguard national security information.
- National Security Agency (NSA): Utilizes top-tier cybersecurity solutions to protect sensitive data and critical infrastructure.

4. Retail:

- Walmart: A global retail giant that relies on sophisticated cybersecurity solutions to secure customer transactions and protect personal data.
- Amazon: Implements comprehensive security measures to safeguard its vast e-commerce platform and customer information.

5. Energy and Utilities:

- ExxonMobil: Uses advanced cybersecurity solutions to defend its critical infrastructure and maintain operational security.
- Duke Energy: Employs robust cybersecurity measures to protect its energy infrastructure from cyber threats.

These examples illustrate the type of major organizations that depend on Trellix's cybersecurity solutions to maintain security and resilience against evolving cyber threats. For more detailed and specific customer case studies, visiting the Trellix website or reviewing their press releases and publications might provide additional insights.

3.3 Punch Line or Slogan

➤ **Our company makes dreams come to life**

This statement emphasizes the company's ability to transform clients' ideas and aspirations into reality. It suggests that the company has the skills, expertise, and resources to take a vision and bring it to fruition, making it more than just a concept but a tangible outcome.

➤ **You dream of it; our company will put it into action**

This highlights the company's commitment to turning clients' dreams into actionable plans. It conveys that no matter what the client envisions, the company will take the necessary steps to implement those ideas effectively, ensuring that the client's vision becomes a real, operational project.

➤ **Put our company to test**

This statement is a bold invitation for clients to challenge the company with their toughest projects or ideas. It reflects confidence in the company's capabilities and readiness to demonstrate its effectiveness and reliability. By inviting clients to "put the company to test," it suggests a willingness to prove its worth and deliver exceptional results.

➤ **We take pride in the work you do**

This conveys a sense of partnership and respect for the client's efforts and achievements. It indicates that the company not only supports and facilitates the client's projects but also values and takes pride in being part of their success. This statement underscores the company's appreciation for the client's work and its commitment to contributing positively to it.

3.4 Logo



Trellix (formerly FireEye and McAfee Enterprise) is a privately held cybersecurity company founded in 2022. Specializing in the detection and prevention of major cybersecurity attacks, Trellix offers a comprehensive suite of hardware, software, and services. These solutions are designed to investigate cybersecurity incidents, protect against malicious software, and analyze IT security risks. By leveraging its advanced technologies and expertise, Trellix helps organizations safeguard their digital assets and maintain robust security postures in an increasingly complex cyber threat landscape.

3.5 Advertising Agency and Competitors



Certainly! Trellix (previously known as McAfee endpoint security) is a popular provider of cybersecurity and data loss prevention (DLP) software. However, there are several alternatives and competitors to Trellix in the market. Let's explore some of them:

1. CrowdStrike:

Overview: CrowdStrike is a leading cybersecurity company known for its next-generation endpoint protection, threat intelligence, and cloud security solutions. Founded in 2011, CrowdStrike has rapidly grown to become a key player in the cybersecurity industry.

Key Products and Features:

- Falcon Endpoint Protection: A cloud-native platform that offers advanced endpoint protection by leveraging AI and machine learning to detect, prevent, and respond to threats in real-time.
- Threat Intelligence: CrowdStrike provides in-depth threat intelligence to help organizations understand the threat landscape, track adversaries, and anticipate potential attacks.
- Falcon OverWatch: A managed threat hunting service that provides continuous 24/7 monitoring and proactive threat detection by a team of expert security analysts.
- Falcon Discover: A tool for IT hygiene and vulnerability management, helping organizations identify and mitigate risks across their network.

Unique Selling Points:

- Cloud-Native Architecture: CrowdStrike's solutions are designed to be deployed quickly and managed easily from the cloud, providing scalability and ease of use.
- Advanced AI and Machine Learning: The use of sophisticated AI and machine learning algorithms enhances the accuracy and speed of threat detection and response.

2. SentinelOne:

Overview: SentinelOne is a cybersecurity company that offers comprehensive endpoint detection and response (EDR), identity threat detection, and data recovery and ransomware protection. Established in 2013, SentinelOne is known for its innovative approach to cybersecurity.

Key Products and Features:

- Singularity Platform: An integrated platform that provides EDR, endpoint protection, and cloud security with automated threat detection and response capabilities.
- Ranger IoT: A module for IoT security that identifies and secures unmanaged IoT devices connected to the network.
- Identity Threat Detection: SentinelOne offers tools to monitor and protect user identities, preventing credential-based attacks and lateral movement within the network.
- Data Recovery and Ransomware Protection: SentinelOne's ransomware protection includes rollback capabilities, allowing organizations to recover quickly from ransomware attacks without paying a ransom.

Unique Selling Points:

- Automated Threat Response: SentinelOne emphasizes automation to reduce the burden on security teams, providing rapid and precise threat remediation.
- Unified Platform: The Singularity Platform integrates various security functions into a single interface, simplifying management and improving visibility.

3. Cisco Secure Endpoint:

Overview: Cisco Secure Endpoint, formerly known as Cisco AMP for Endpoints, is part of Cisco's comprehensive cybersecurity portfolio. It offers advanced endpoint protection, extended detection and response (XDR), and mobile device management (MDM).

Key Products and Features:

- **Endpoint Protection:** Cisco Secure Endpoint uses multiple layers of protection, including advanced malware detection, sandboxing, and exploit prevention, to safeguard endpoints against sophisticated threats.
- **Extended Detection and Response (XDR):** Cisco's XDR capabilities provide broad visibility across the entire IT environment, integrating data from various security tools to detect and respond to threats more effectively.
- **Mobile Device Management (MDM):** Cisco Secure Endpoint includes MDM features that help organizations secure and manage mobile devices, ensuring that security policies are enforced on all endpoints.
- **SecureX:** An integrated security platform that enhances threat detection and response by correlating data from different security products and providing a unified interface for security operations.

Unique Selling Points:

- **Integration with Cisco Security Portfolio:** Cisco Secure Endpoint is part of the broader Cisco Secure ecosystem, which includes network security, email security, and cloud security solutions, providing comprehensive protection.
- **Threat Intelligence from Cisco Talos:** Cisco's security solutions are backed by threat intelligence from Cisco Talos, one of the world's largest commercial threat intelligence teams, enhancing the accuracy and timeliness of threat detection.
- **By offering these robust and integrated security solutions, CrowdStrike, SentinelOne, and Cisco Secure Endpoint each provide unique strengths and capabilities to help organizations protect their digital assets and maintain a strong security posture.**

For DLP solutions specifically, here are some alternatives:

1. Endpoint Protector by CoSoSys

Overview: Endpoint Protector by CoSoSys is a comprehensive Data Loss Prevention (DLP) solution designed to prevent data breaches and ensure regulatory compliance. It is known for its flexibility and support for multiple operating systems and deployment options.

Key Features:

- **Cross-Platform Support:** Endpoint Protector supports Windows, Mac, Linux, and thin client environments, providing a unified DLP solution across diverse IT infrastructures.
- **Deployment Options:** The solution offers on-premise, virtual desktop infrastructure (VDI), and cloud deployment options, allowing organizations to choose the setup that best fits their needs.
- **Content Aware Protection:** Monitors and controls sensitive data transfers through various channels, such as emails, cloud storage, and removable devices.
- **Device Control:** Manages and restricts the use of USB and other peripheral devices to prevent unauthorized data transfers.
- **Granular Policies:** Enables the creation of detailed policies to control and monitor data movements, ensuring compliance with industry regulations.

Unique Selling Points:

- **User-Friendly Interface:** Provides an intuitive interface that simplifies policy creation and management, making it easier for IT administrators to enforce security protocols.
- **Comprehensive Reporting and Alerts:** Offers detailed reports and real-time alerts to keep administrators informed about potential data breaches and policy violations.

2. Teramind

Overview: Teramind is a powerful DLP solution that offers advanced monitoring and data protection capabilities. It is designed to help organizations prevent data leaks, improve productivity, and ensure regulatory compliance.

Key Features:

- **Pricing:** Teramind offers flexible pricing plans ranging from \$73 to \$170 per month, depending on the level of features and support required.
- **Cross-Platform Support:** Supports both Windows and Mac operating systems, ensuring comprehensive coverage for different user environments.
- **User Activity Monitoring:** Tracks user activities across applications, emails, and websites to detect and prevent insider threats.
- **Behavioral Analysis:** Uses behavioral analytics to identify suspicious activities and potential security risks in real time.
- **Data Classification and Discovery:** Automatically classifies and discovers sensitive data, making it easier to enforce protection policies.

Unique Selling Points:

- Flexible Deployment: Available as an on-premise solution, a private cloud service, or a public cloud service, providing flexibility for different organizational needs.
- Detailed Analytics and Reporting: Provides comprehensive analytics and reporting tools to help organizations understand and mitigate data security risks effectively.

3. Digital Guardian Endpoint DLP

Overview: Digital Guardian Endpoint DLP is a robust solution designed to protect sensitive data from insider and outsider threats. It offers extensive coverage across various operating systems and deployment options.

Key Features:

- Cross-Platform Support: Supports Windows, Mac, and Linux, ensuring that all endpoints within an organization are protected.
- Deployment Options: Available for both on-premise and cloud deployments, providing flexibility to accommodate different IT environments.
- Advanced Threat Detection: Uses machine learning and behavioral analytics to detect and respond to advanced threats targeting sensitive data.
- Content Inspection: Inspects data in motion, at rest, and in use to ensure comprehensive protection against data breaches.
- Policy Enforcement: Enables the creation and enforcement of detailed data protection policies to ensure compliance with industry standards and regulations.

Unique Selling Points:

- Scalability: Designed to scale from small businesses to large enterprises, providing robust data protection capabilities regardless of the organization's size.
- Integration with Security Ecosystem: Integrates with other security tools and platforms, enhancing the overall security posture by providing comprehensive data protection.

Each of these solutions offers unique features and benefits, making them suitable for different organizational needs and environments. Whether it's the flexibility of Endpoint Protector by CoSoSys, the advanced monitoring capabilities of Teramind, or the robust threat detection of Digital Guardian, organizations can find a DLP solution that fits their specific requirements. Remember that the choice of solution depends on your specific business needs, so it's essential to evaluate each option thoroughly.



1. Trellix and The Hoffman Agency Partnership:

- **Description:** Trellix, a cybersecurity company formed from the merger of McAfee Enterprise and FireEye, has enlisted The Hoffman Agency as its agency of record.
- **Services Provided:** The Hoffman Agency offers public relations, content creation, and social media support for Trellix across the US, EMEA (Europe, the Middle East, and Africa), and APAC (Asia-Pacific) regions.
- **Focus:** Trellix focuses on delivering advanced cyber threat intelligence and helping organizations build resilience against cyber threats.
- **Approach:** Trellix adopts an approach called "living security," which prioritizes automation to accelerate the detection, response, and remediation of cyber threats.

2. Trellix Consulting, LLC:

- **Description:** Trellix Consulting, LLC is a subsidiary of Trellix that offers strategic marketing services.
- **Services Provided:** Trellix Consulting assists clients in building clear and actionable marketing strategies to achieve their business objectives.

3. Telex Advertising Pvt Ltd:

- **Description:** Telex Advertising Pvt Ltd is a top outdoor advertising agency located in Mumbai.
- **Services Provided:** Telex Advertising specializes in outdoor advertising solutions, catering to clients' diverse needs in the Mumbai area.

- This information provides insights into Trellix's partnerships, services, and subsidiary offerings, as well as an additional recommendation for outdoor advertising services from Telex Advertising Pvt Ltd in Mumbai.

3.6 Global Player

1. Trellix wiki
2. Trellix system
3. Trellix hacking
4. Trellix revenue
5. Fox news Trellix
6. Trellix endpoints

1. Trellix Wiki:

Trellix (formerly **FireEye** and **McAfee Enterprise**) is a privately held cybersecurity company that was founded in 2022. It has been involved in the detection and prevention of major cybersecurity attacks. It provides hardware, software, and services to investigate cybersecurity attacks, protect against malicious software, and analyze IT security risks.

In March 2021, Symphony Technology Group (STG) announced its acquisition of McAfee Enterprise in an all-cash transaction for US\$4.0 billion. STG completed the acquisition of McAfee's Enterprise business in July 2021 with plans for re-branding. In June 2021, FireEye sold its name and products business to STG for \$1.2bn. STG combined FireEye with its acquisition of McAfee's enterprise business to launch Trellix, an extended detection and response (XDR) company. Meanwhile, McAfee Enterprise's security service edge (SSE) business would operate as a separate company to be known as Sky high Security.

2. Trellix System:

Trellix brings you a living XDR architecture that adapts at the speed of threat actors and delivers advanced cyber threat intelligence. We're changing what security means and what it can do, giving your organization the confidence that comes with being secure.

3. Terllix Hacking:

Trellix (formerly FireEye and McAfee Enterprise) is a privately held cybersecurity company that was founded in 2022. It has been involved in the detection and prevention of major cybersecurity attacks.

4. Trellix Revenue:

Trellix's annual revenue is \$9.1M. Zappi's data science team found the following key financial metrics about Trellix after extensive research and analysis.

- Trellix has 3,000 employees, and the revenue per employee ratio is \$3,033.
- Trellix peak revenue was \$9.1M in 202

3.7 Technological Development



Trellix supports over 500 development architectures and operating system variants across modern and business critical system. Its broad and mature portfolio enables customer to build out to XDR from an endpoint security base and easily integrate native and 3rd party tools supporting hybrid environments

Trellix operates across various departments, including:

1. Engineering - Software & QA
2. IT & Information Security
3. Customer Success, Service & Operations
4. Engineering - Hardware & Networks
5. Finance & Accounting
6. Human Resources

1. Engineering software of Quality Assurance:

A software quality assurance (SQA) engineer plays a vital role in the software development lifecycle by ensuring that software products meet the highest standards of quality and functionality. These professionals are responsible for developing and implementing testing

processes, methodologies, and tools to identify and address any issues or defects in software applications.

SQA engineers collaborate closely with software developers, project managers, and other stakeholders to establish clear testing objectives, design comprehensive test plans, and execute various testing procedures, such as functional, performance, and regression testing. Their goal is to detect and rectify bugs, glitches, or inconsistencies in the software, contributing to the delivery of a reliable and user-friendly product.

2. It & Information Security of Trellix:

Trellix places a strong emphasis on information security. It's not just a competitive differentiator for the company; it's an expression of their core value of trust and commitment to integrity. Here are some key aspects of Trellix's information security program:

- **Cybersecurity:** Trellix ensures the detection of security events, incidents, and cyberattacks. They take proactive measures to safeguard their systems and data.
- **Certifications:** Trellix meets or exceeds select US, EU, and international security standards. These certifications validate their commitment to security best practices.
- **Resiliency:** Trellix maintains readiness to bounce back from business disruptions. This includes having robust disaster recovery plans and continuity measures.
- **Data Security:** Trellix protects sensitive and proprietary information shared on endpoints, networks, email, the web, and within databases. They also provide encryption protection for devices and data transfers to removable media

3. Customer Success, Service & Operations:

As the customer success function has matured, it's become better understood and documented. Nowadays, if you want to build a high-performing customer success team, there are well-proven tools, playbooks, and processes you can use to dramatically increase your odds of success. And today, any organization can hire a few CSMs and at least have a decent idea of how to get them started with combating churn or growing customer accounts.

4. Engineering - Hardware & Networks:

Certainly! **Hardware engineering** involves designing, building, and maintaining the physical components of computer systems. These engineers create computer peripherals, electronic devices, and network systems. Here are some key points about hardware engineering:

➤ **Responsibilities of Hardware Engineers:**

- Designing computer hardware components.
- Determining machine requirements.
- Building and modifying computer systems.
- Testing and analysing hardware functionality.
- Maintaining and updating hardware to ensure compatibility with software needs.

➤ **Skills Needed for Hardware Engineers:**

- Experience in hardware, network, PCB, and computer system design.
- Proficiency in programming languages like Python.
- Knowledge of electronic design automation (EDA) and printed circuit board (PCB) design tools.

➤ **Importance of Hardware Engineers:**

- Hardware engineers play a crucial role in creating technology used daily, including computers, cell phones, and smart devices.

If you're interested in pursuing a career in hardware engineering, consider exploring relevant courses and colleges in India.

3.8 Impact of Merge and Acquisition

The merger of **McAfee Enterprise** and **FireEye** resulted in the formation of a new company called **Trellix**. Here are the key points:

1. Merger Details:

- **Date:** The merger was finalized in **October 2021** after Symphony Technology Group (STG) acquired McAfee Enterprise.
- **Companies Involved:** McAfee Enterprise and FireEye.
- **Market Leader:** Trellix is now a cybersecurity market leader with over **40,000 customers**, **5,000 employees**, and nearly **\$2 billion** in revenue.

2. Trellix's Focus:

- **XDR Technology:** Trellix aims to be a leader in **XDR (extended detection and response)** technology.
- **Unified Suite:** It combines applications from both McAfee and FireEye into an **interoperable suite** of products for threat prevention, detection, and response.

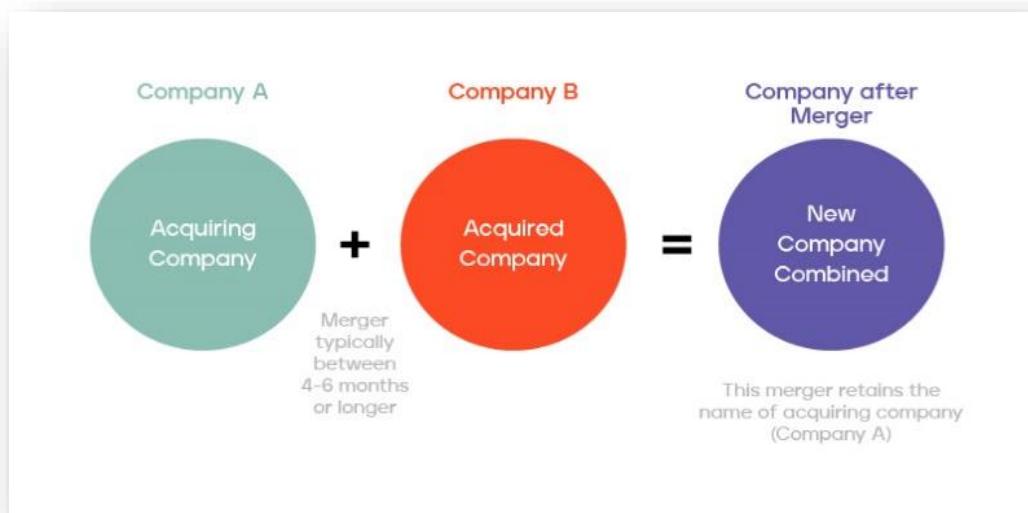
➤ **Machine Learning and Automation:** Trellix leverages **machine learning** and **automation** to protect against evolving and advanced threat actors.

➤ **Threat Labs:** Trellix's threat labs gather security telemetry from sensors globally to enhance security capabilities.

3. Living Security Concept:

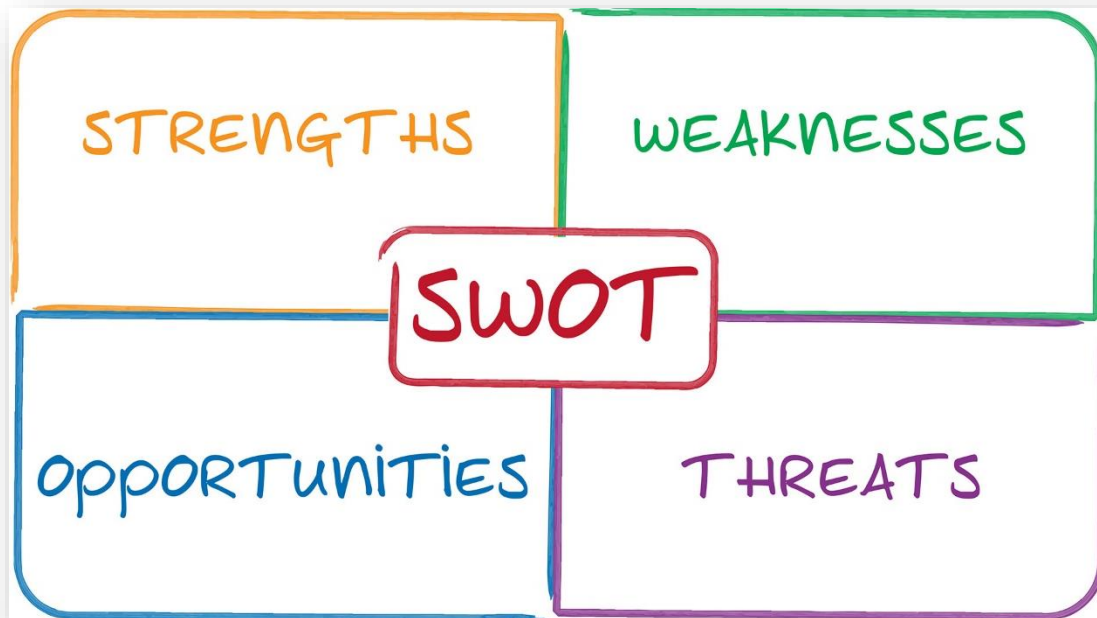
➤ Trellix's approach is called **"living security"**, which adapts and learns using machine learning to safeguard operations against cyber threats.

In summary, Trellix is positioned to compete with other XDR vendors like Cisco, Microsoft, Check Point Software, VMware, CrowdStrike, and Palo Alto Networks



CHAPTER 4

4.1 Swot Analysis



SWOT analysis (or SWOT matrix) is a **strategic planning and strategic management technique** used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. It is sometimes called situational assessment or situational analysis.

SWOT analysis (or **SWOT matrix**) is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. It is sometimes called situational assessment or situational analysis.^[1] Additional acronyms using the same components include TOWS and WOTS-UP.

This technique is designed for use in the preliminary stages of decision-making processes and can be used as a tool for evaluation of the strategic position of organizations of many kinds (for-profit enterprises, local and national governments, NGOs, etc.). It is intended to identify the internal and external factors that are favourable and unfavourable to achieving the objectives of the venture or project. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage. SWOT has been described as a tried-and-true tool of strategic analysis, but has also been criticized for its limitations, and alternatives have been developed.

SWOT analysis for Trellix:

Strengths:

- 1. Advanced Technology:** Trellix benefits from the integration of technologies from both FireEye and McAfee, allowing it to offer cutting-edge cybersecurity solutions.
- 2. Expertise and Talent:** The merger brings together a pool of cybersecurity experts and professionals from both companies, enhancing Trellix's knowledge base and capabilities.
- 3. Comprehensive Product Portfolio:** Trellix offers a comprehensive suite of hardware, software, and services for cybersecurity, providing holistic solutions to its clients.
- 4. Global Reach:** With operations spanning multiple regions, Trellix has a broad reach and can serve clients across diverse geographical markets.

Weaknesses:

- 1. Integration Challenges:** Merging the technologies, processes, and cultures of two large companies can pose integration challenges and disrupt operations.
- 2. Dependency on Legacy Systems:** Trellix may face challenges in transitioning away from legacy systems and technologies inherited from FireEye and McAfee.
- 3. Market Perception:** Some customers and stakeholders may have concerns or uncertainties about the merger and its impact on product quality, customer service, and overall performance.

Opportunities:

- 1. Market Expansion:** Trellix can capitalize on its expanded product portfolio and global reach to enter new markets and serve a broader range of clients.
- 2. Innovation and R&D:** By investing in research and development, Trellix can continue to innovate and develop new cybersecurity solutions to address evolving threats.
- 3. Partnerships and Alliances:** Forming strategic partnerships with other companies or organizations can enhance Trellix's capabilities and extend its market reach.

4. Cybersecurity Market Growth: The increasing frequency and complexity of cyber threats present opportunities for Trellix to grow its customer base and revenue streams.

Threats:

1. Competition: The cybersecurity industry is highly competitive, with numerous players offering similar products and services. Trellix faces competition from both established companies and emerging startups.

2. Cyber Threat Landscape: The evolving nature of cyber threats presents ongoing challenges for Trellix in staying ahead of new and emerging threats.

3. Regulatory Changes: Changes in regulations and compliance requirements, such as GDPR or CCPA, may impact Trellix's operations and require adjustments to its products and services.

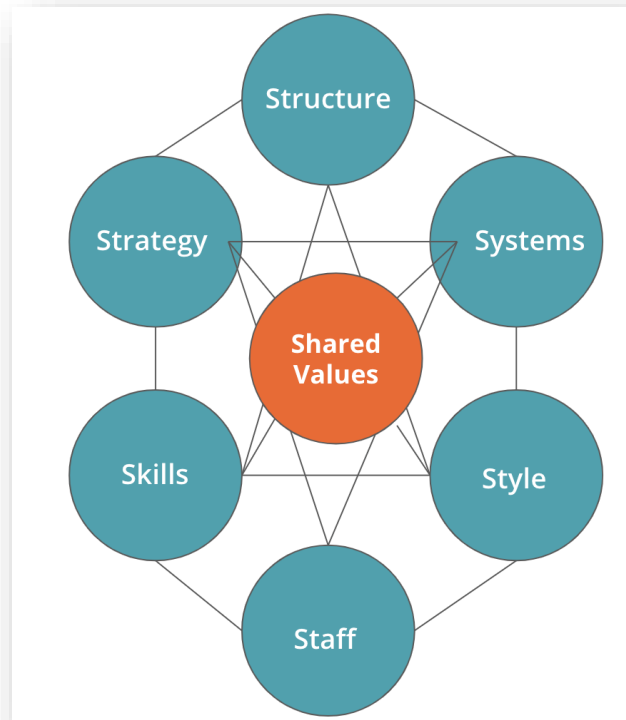
4. Economic Uncertainty: Economic downturns or instability could lead to budget constraints for organizations, reducing their spending on cybersecurity products and services.

Overall, Trellix has significant strengths to leverage, but it also faces challenges and uncertainties as it navigates the post-merger landscape. By capitalizing on its strengths, addressing weaknesses, and seizing opportunities while mitigating threats, Trellix can position itself for success in the competitive cybersecurity market.

4.2 Mc Kinsey 7s Model

McKinsey 7S model is a tool that analyzes company's organizational design by looking at 7 key internal elements: strategy, structure, systems, shared values, style, staff and skills, in order to identify if they are effectively aligned and allow the organization to achieve its objectives. Strategy is a plan developed by a firm to achieve sustained competitive advantage and successfully compete in the market. What does a well-aligned strategy mean in the 7S McKinsey model.

Structure represents the way business divisions and units are organized and includes the information on who is accountable to whom. In other words, structure is the organizational chart of the firm. It is also one of the most visible and easy-to-change elements of the framework



Skills are the abilities that a firm's employees perform very well. They also include capabilities and competencies. During organizational change, the question often arises of what skills the company will really need to reinforce its new strategy or new structure.

Staff element is concerned with what type and how many employees an organization will need and how they will be recruited, trained, motivated and rewarded.

Style represents the way the company is managed by top-level managers, how they interact, what actions do they take and their symbolic value. In other words, it is the management style of the company's leaders.

Shared Values are at the core of McKinsey's 7S model. They are the norms and standards that guide employee behaviour and company actions and thus, are the foundation of every organization.

The McKinsey 7S Model is a strategic management framework that helps organizations align their internal elements to achieve their objectives. Let's apply this model to Trellix:

1. Strategy:

- Trellix's strategy involves leveraging its advanced cybersecurity technologies, expertise, and global reach to provide comprehensive cybersecurity solutions to its clients.
- This strategy may include elements such as product innovation, market expansion, strategic partnerships, and customer-centric approaches.

2. Structure:

- Trellix's structure encompasses its organizational hierarchy, reporting relationships, and division of responsibilities.
- As a result of the merger between FireEye and McAfee, Trellix may have a complex organizational structure that needs to be streamlined and optimized for efficiency and agility.

3. Systems:

- The systems component of Trellix includes its processes, procedures, and workflows for delivering products and services, as well as internal communication and decision-making mechanisms.
- Trellix may need to integrate and standardize systems inherited from FireEye and McAfee to ensure consistency and alignment with its strategic objectives.

4. Shared Values:

- Shared values represent the core beliefs, principles, and culture that guide behavior and decision-making within the organization.
- Trellix's shared values may include a commitment to cybersecurity excellence, customer satisfaction, innovation, integrity, and teamwork.

5. Skills:

- Skills refer to the capabilities, competencies, and expertise of the workforce.
- Trellix needs to ensure that its employees possess the necessary skills and knowledge to effectively develop, implement, and support its cybersecurity solutions.

6. Style:

- Style refers to leadership styles and management approaches prevalent within the organization.
- Trellix's leadership style may emphasize collaboration, transparency, accountability, and empowerment to drive innovation and performance.

7. Staff:

- Staff represents the organization's human resources, including recruitment, training, and development efforts.
- Trellix needs to attract and retain top talent in the cybersecurity field to maintain its competitive edge and achieve its strategic objectives.

By assessing and aligning these seven elements, Trellix can enhance its organizational effectiveness, agility, and performance in the dynamic cybersecurity market. This holistic approach enables Trellix to identify areas of strength and improvement, foster collaboration and alignment across the organization, and ultimately achieve its long-term goals.

CHAPTER 5

5.1 Analysis of Financial Statements

1. Five-Year Projected Income Statement:

- A **5-year projected income statement** is a financial document that forecasts a company's revenue and expenses over the next five years. It helps investors and management assess future profitability and plan strategically.
- Key components of an income statement include:
 - **Revenue:** The money a business earns before expenses.
 - **Cost of Goods Sold (COGS):** Direct costs of producing goods sold by the company.
 - **Gross Profit:** Revenue minus COGS.
 - **Operating Expenses:** Costs incurred during normal business operations.
 - **Operating Income:** Gross Profit minus Operating Expenses.
 - **Net Income:** The final profit after all expenses, taxes, and deductions.
- Crafting a 5-year projected income statement involves detailed financial analysis and market predictions, enabling stakeholders to make informed decisions based on expected financial performance.

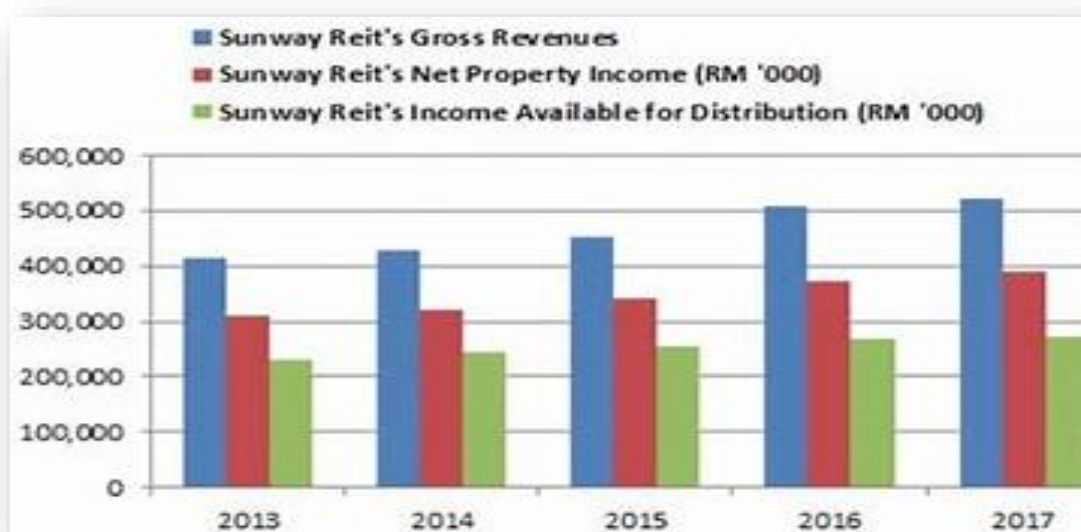
2. Segmented Revenue Listing:

- Segment reporting involves identifying and disclosing revenue generated by different business segments within a company.
- Public companies typically report segments separately if they account for 10% or more of total revenue, profit or loss, or assets².
- Investors use this information to evaluate a company's performance across various segments and assess its overall health, including profitability and potential pitfalls

3. Revenue Segmentation:

- Businesses can segment revenue in various ways, such as by customer type, location, or services offered.
- Understanding how best to segment revenues allows you to assess each revenue stream and make strategic decisions that influence your overall strategy.

- Consider factors like revenue size, profitability, growth trends, and overall contribution to your business.



Five Year Projections

	2006	2007	2008	2009	2010
Income Statement					
Net sales	\$43,300	\$67,900	\$77,300	\$80,200	\$88,100
Cost of goods sold	\$24,100	\$24,600	\$20,800	\$21,900	\$39,500
Net Operating Income	\$19,200	\$43,300	\$56,500	\$58,300	\$48,600
Operating expenses	\$3,500	\$3,900	\$2,100	\$3,000	\$3,600
Net Income	\$15,700	\$39,400	\$54,400	\$55,300	\$45,000
Cash Flow Statement					
Beginning balance	\$14,500	\$12,300	\$8,200	\$8,900	\$11,600
Cash inflow	\$7,000	\$7,600	\$9,400	\$9,900	\$7,000
Cash outflow	(\$8,200)	(\$5,400)	(\$6,900)	(\$7,900)	(\$8,900)
Ending Cash Balance	\$13,300	\$14,500	\$10,700	\$10,900	\$9,700
Balance Sheet					
Cash	\$13,300	\$14,500	\$10,700	\$10,900	\$9,700
Accounts receivable	\$17,600	\$13,800	\$19,800	\$19,500	\$21,800
Inventory	\$6,300	\$8,200	\$9,300	\$9,400	\$11,200
Prepaid expenses	\$5,700	\$6,300	\$5,800	\$3,200	\$2,700
Total Current Assets	\$42,900	\$42,800	\$45,600	\$43,000	\$45,400
Fixed assets	\$28,000	\$30,500	\$45,000	\$43,000	\$41,000
Total Assets	\$70,900	\$73,300	\$90,600	\$86,000	\$86,400
Accounts payable	\$6,400	\$6,200	\$9,800	\$7,600	\$8,200
Short-term notes	\$5,700	\$5,500	\$4,800	\$5,400	\$7,700
Accrued & other liabilities	\$2,300	\$2,300	\$3,000	\$2,900	\$2,700
Total Current Liabilities	\$14,400	\$14,000	\$17,600	\$15,900	\$18,600
Long-term debt	\$22,100	\$23,700	\$22,600	\$21,800	\$22,400
Other long-term liabilities	\$1,400	\$1,800	\$1,400	\$1,000	\$1,700
Total Long-term Liabilities	\$23,500	\$25,500	\$24,000	\$22,800	\$24,100
Shareholders' equity	\$33,000	\$33,800	\$49,000	\$47,300	\$43,700
Total Liabilities and Equity	\$70,900	\$73,300	\$90,600	\$86,000	\$86,400

Remember that analyzing financial statements and segmenting revenue are essential for informed decision-making and long-term planning. If you need further assistance or have specific questions, feel free to ask.

	2016 \$	2015 \$
CURRENT ASSETS		
XYZ Bank	60,000	55,000
Accounts Receivable	100,000	110,000
Stock	50,000	60,000
Work in Progress	5,000	2,000
Total Current Assets	215,000	227,000
NON-CURRENT ASSETS		
<i>Fixed Assets</i>		
Building and Equipment	100,000	90,000
<i>Intangible Assets</i>		
Goodwill	10,000	10,000
TOTAL ASSETS	325,000	327,000
CURRENT LIABILITIES		
Accounts Payable	85,000	95,000
GST Due	30,000	35,000
Total Current Liabilities	115,000	130,000
NON-CURRENT LIABILITIES		
XYZ Term Loan	25,000	35,000
Loan – ABC Finance	15,000	18,000
Total Non-current Liabilities	40,000	53,000
TOTAL LIABILITIES	155,000	183,000
NET ASSETS REPRESENTING OWNER'S EQUITY	170,000	144,000

5.2 Scrip Code

The scrip code 500246 is a unique identifier assigned to Trellix's stock on the Bombay Stock Exchange (BSE). In the context of stock trading, a scrip code serves as a shorthand reference for a specific company's shares. It consists of a numerical code that is used by investors, traders, and market participants to easily identify and track the company's stock within the exchange's trading system.

When investors or traders want to buy or sell shares of Trellix on the BSE, they use the scrip code 500246 to place their orders through their brokerage accounts. This code allows them to specify precisely which company's shares they intend to trade, ensuring that their transactions are executed accurately and efficiently within the exchange's electronic trading system.

In summary, the scrip code 500246 serves as a standardized identifier for Trellix's stock on the BSE, facilitating the smooth functioning of the stock market and enabling investors to participate in trading activities involving Trellix's shares.

5.3 Share price And Face Value

Trellix Corporation is a cybersecurity platform developer that provides cyber threat intelligence to organizations. Their open and native extended detection and response (XDR) platform, along with an extensive partner ecosystem, accelerates technology innovation through machine learning. As of 2023, Trellix has approximately 5,000 employees. Unfortunately, I don't have the current share price or face value information for Trellix.

Th H T O
3 2 7 9

DIGITS	FACE VALUE	PLACE VALUE
3	3	3 Thousands (3000)
2	2	2 Hundreds (200)
7	7	7 Tens (70)
9	9	9 Ones (9)

Marker Share of Trellix Fireeye:

Current Customer(s) ⓘ

1,301

Market Share (Est.) ⓘ

2.06%

Ranking ⓘ

#8

Top Competitors and Alternatives of Trellix FireEye:

Technology	Domains	Market Share (Est.)	Versus page
Symantec	24,260	38.46%	Trellix FireEye vs Symantec
McAfee	10,936	17.34%	Trellix FireEye vs McAfee
Mitre	5,244	8.31%	Trellix FireEye vs Mitre
Datto	2,342	3.71%	Trellix FireEye vs Datto
Check Point Software Technologies	2,000	3.17%	Trellix FireEye vs Check Point Software Technologies
Kaseya	1,929	3.06%	Trellix FireEye vs Kaseya
Microsoft Attack Simulator	1,525	2.42%	Trellix FireEye vs Microsoft Attack Simulator

5.4 Crisil Rating

Trellix, a cybersecurity company, has received positive ratings from various sources. Here's a summary:

1. Gartner Peer Insights:

- Overall Rating: 4.5 out of 5 based on 1874 reviews.
- Distribution of Ratings:
 - 5 Stars: 53%
 - 4 Stars: 38%
 - 3 Stars: 7%
 - 2 Stars: 1%
 - 1 Star: 0%
- Key Strengths: Responsive support, versatility, and adaptability.

2. Ambition Box:

- Overall Rating: 3.3 out of 5 based on 90 employee reviews.
- Work-Life Balance: Rated highly at 3.7.
- Job Security: Rated lower at 2.7.

3. RepVue:

- Employee Rating: 3.1 out of 5.
- RepVue Score: 74.05.
- Ranked #251 among Internet organizations.

Keep in mind that these ratings reflect different aspects of Trellix, including customer experience, product capabilities, and employee satisfaction. For a detailed credit rating report, you can explore CRISIL's services

5.5 Major awards and achievements

1. Endpoint Security Awards:

- Globee Information Technology World Awards 2023: Trellix Endpoint Security was recognized as a Gold Winner for Hot Technologies of the Year.

- Fortress Cyber Security Awards 2023: Trellix won the award for Endpoint Detection.

2. Analyst Recognition:

- Forrester Extended Detection and Response Platforms Landscape, Q4 2023: Trellix was named a Representative Vendor.
- Gartner Market Guide for Extended Detection and Response 2023: Trellix was recognized as a Representative Vendor.

3. Customer Satisfaction and Performance:

- Frost & Sullivan Global Company of the Year 2023: Trellix was awarded the Company of the Year in the Global Endpoint Security industry.
- Gartner Peer Insights EDR Market: Trellix received 4.8 out of 5 stars from customers.

4. Technical Excellence:

- MITRE Engenuity ATT&CK Evaluations 2022: Trellix achieved 100% success in using MITRE's most common technique (T1105: Ingress Tool Transfer).
- AV Comparatives 2023: Trellix demonstrated 99.7% protection rates and lower false positives compared to other vendors

Trellix, formerly known as FireEye and McAfee Enterprise, is a privately held cybersecurity company founded in 2022. It specializes in detecting and preventing major cybersecurity attacks. Trellix provides hardware, software, and services to investigate cybersecurity incidents, protect against malicious software, and analyze IT security risks. As of its inception, Trellix has more than 40,000 customers, 5,000 employees, and \$2 billion in annual revenue. They focus on extended detection and response (XDR) solutions, adapting at the speed of threat actors to deliver advanced cyber threat intelligence.

LEARNING EXPERIENCE

In an organizational analysis (OA), I have learned about the company's products and services, the challenges faced by the company, the total number of employees, and the various brands under the company. I also found out when the company was established, the companies it has collaborated with, some of its history and background, and the numerous awards and achievements it has received. Additionally, I learned about the companies that have merged with or been acquired by this company, as well as the different areas and countries where the company operates. This company is based on software and hardware services and produces networking equipment. Trellix (formerly FireEye) is an American multinational technology company.

My analysis also covered the company's top competitors, a SWOT analysis of the company, and the 7S model. I examined the company's financial statements, its profitability, and noted that the company is currently growing and increasing its profits and awards. The company's shares have been fluctuating, sometimes increasing and sometimes decreasing. As part of the IT sector, Trellix specializes in producing software products and networking equipment.