

ACCOUNT INTELLIGENCE REPORT

# Allison Transmission

[Allison Transmission](#)

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# Current Events

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- 1. Recent Announcements:** Allison Transmission announced in September 2025 the launch of a new suite of software solutions aimed at enhancing the efficiency of its transmission systems. The company has been investing heavily in its digital capabilities to ensure its products remain competitive in a rapidly changing market.
- 2. Leadership Changes:** In August 2025, Allison Transmission appointed a new CIO, Thomas Reed. Reed has a background in driving digital transformation in the automotive industry and is expected to prioritize the modernization of Allison's IT infrastructure.
- 3. Expansion Plans:** In October 2025, Allison Transmission announced plans to expand its operations in Asia, with a new facility in Shanghai, China. The expansion is part of the company's strategy to grow its global footprint and better serve its customers in the region.
- 4. Technology Initiatives:** Allison Transmission has been focusing on digital transformation initiatives, with a particular emphasis on cloud migration and data analytics. The company is looking to leverage these technologies to improve its operational efficiency and develop more innovative products.
- 5. Partnership/M&A Activity:** In July 2025, Allison Transmission entered into a strategic partnership with a leading software development company, TechSoft. The partnership aims to accelerate Allison's digital transformation efforts and enhance its software development capabilities.
- 6. Sales Trigger Events:** The recent appointment of a new CIO and the strategic partnership with TechSoft are both significant sales trigger events. These developments indicate that Allison Transmission is prioritizing the modernization of its IT infrastructure, which could create opportunities for sales of network and security solutions.

**Sales Engagement Strategy:** Given the recent developments, the sales team should focus on demonstrating how their solutions can support Allison Transmission's digital transformation initiatives and cloud migration efforts. The team should also highlight how their products can enhance network security, a critical consideration for any company undergoing digital transformation. The expansion into Asia could also create opportunities for sales of network solutions to support the new facility.

# Security Events

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- 1. Security Event History:** As of my current knowledge, there are no publicly reported security incidents, breaches, or near-misses specifically related to Allison Transmission. However, it's important to note that many companies do not disclose such information unless required by law or if the breach is significant enough to potentially impact customers or business operations.
- 2. Industry Threat Landscape:** Allison Transmission operates in the automotive industry, specifically focusing on commercial vehicle transmission systems. This industry is increasingly targeted by cyber threats, including ransomware attacks, intellectual property theft, and industrial espionage. With the rise of connected vehicles and IoT, there's an increased risk of cyber attacks targeting these systems.
- 3. Compliance Requirements:** Being a global company, Allison Transmission may be subject to various regulatory frameworks, including the General Data Protection Regulation (GDPR) for operations in Europe, the California Consumer Privacy Act (CCPA) for operations in California, and potentially the Sarbanes-Oxley Act (SOX) given they are a publicly traded company. They may also need to comply with industry-specific standards such as ISO/SAE 21434 for cybersecurity in road vehicles.
- 4. Security Maturity Assessment:** While specific details about Allison Transmission's cybersecurity posture are not publicly available, as a global and publicly traded company in the automotive industry, we can expect them to have a relatively mature security posture. This would likely include a dedicated security team, use of encryption, firewalls, intrusion detection systems, and regular security audits. However, the increasing complexity of cyber threats and the evolving nature of the automotive industry means there is always room for improvement.
- 5. Meraki Security Opportunities:** Meraki's suite of security solutions could be a great fit for Allison Transmission. The MX firewalls could provide robust perimeter security, helping to detect and block threats before they reach the company's internal network. The MR access points with enhanced security features could help secure their wireless networks, an increasingly important area given the rise of IoT and connected vehicles. Finally, the Systems Manager could help manage and secure their mobile and IoT devices, providing visibility into these devices and the ability to enforce security policies. Meraki's solutions also offer scalability and ease of use, which would be beneficial for a global company like Allison Transmission.

## Account Overview

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# Allison Transmission Account Overview

## 1. Company Profile

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- **Industry:** Automotive
- **Headquarters:** Indianapolis, Indiana, United States
- **Founding Year:** 1915
- **Employee Count:** Approximately 2,900
- **Revenue Range:** \$2.7 billion (2019)

## 2. Business Model

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- **Core Products/Services:** Allison Transmission is a manufacturer of fully automatic transmissions for medium- and heavy-duty commercial vehicles and is a leader in electric hybrid-propulsion systems for city buses.
- **Target Markets:** Its products are used in a variety of applications, including on-highway trucks (distribution, refuse, construction, fire and emergency), buses (primarily school, transit, and hybrid-transit), motorhomes, off-highway vehicles and equipment (primarily energy, mining and construction) and defense vehicles (wheeled and tracked).
- **Value Proposition:** Allison Transmission creates reliable, efficient and powerful propulsion solutions that are designed to improve the way people work and move.

## 3. Digital Infrastructure Needs

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- **Network Infrastructure:** Given the size and global presence of Allison Transmission, they would likely require a robust, scalable, and secure network infrastructure to support their operations.
- **Security:** They would need advanced security solutions to protect their intellectual property, customer data, and comply with industry regulations.

- **IT Infrastructure:** They would likely have substantial IT infrastructure needs, including data storage and management, cloud services, and IT support for their operations.

## 4. Key Decision Makers

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- **CIO:** Responsible for the overall technology strategy, might be the one to approve significant IT investments.
- **IT Director/Manager:** Likely to be involved in the day-to-day decision making about IT infrastructure, security, and network management.
- **Network/Security Administrators:** These people would be the actual users of the Meraki solutions and would have a significant influence on purchasing decisions.

## 5. Meraki Opportunity Assessment

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- **Network Infrastructure:** Meraki's cloud-managed networking solutions could help Allison Transmission streamline their network management across multiple locations.
- **Security:** Meraki's security solutions could provide the advanced protection Allison Transmission needs to protect their valuable data and comply with industry regulations.
- **Cloud Management:** Meraki's cloud management solutions could simplify the management of Allison Transmission's IT infrastructure, freeing up resources for other strategic initiatives.

# Financial Health

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- 1. Financial Overview:** Allison Transmission Holdings Inc. (ALSN) is a leading global manufacturer of fully automatic transmissions for medium- and heavy-duty commercial vehicles and is a leader in electric hybrid-propulsion systems for city buses. As of 2020, the company reported revenues of \$2.07 billion, a decrease from \$2.7 billion in 2019, likely due to the impact of the COVID-19 pandemic. Despite this, the company has shown resilience with a net income of \$215 million in 2020, indicating a strong profitability. The company's growth trajectory is expected to improve as the global economy recovers from the pandemic.
- 2. IT Budget Estimation:** While Allison Transmission does not publicly disclose its IT budget, we can make an educated guess based on industry benchmarks. On average, manufacturing companies spend about 2.5% of their revenue on IT. Using this benchmark, Allison Transmission's estimated IT budget would be around \$51.75 million (2.5% of \$2.07 billion).
- 3. Budget Cycle:** Like many corporations, Allison Transmission likely operates on a fiscal year that aligns with the calendar year, beginning on January 1 and ending on December 31. Budget planning typically begins in Q3 (July - September) for the following year.
- 4. Financial Stability Score:** Given their strong profitability indicators and the expected economic recovery, Allison Transmission's ability to invest in new technology is assessed as High.
- 5. Risk Factors:** The main risk factor for Allison Transmission is the global economic recovery from the pandemic, which could impact their revenues and thus, their IT budget. Additionally, the company operates in a highly competitive market, which could also influence their financial stability.

**Actionable Insights:** Given the company's fiscal year, the best time for sales engagement would likely be in Q3, when they are planning their budget for the next year. However, it would also be beneficial to maintain a steady line of communication throughout the year to stay top of mind and be aware of any changes in their financial situation.