

UpGuard sales prep brief: Canva

Company at a glance



Website: canva.com

Industry: information technology & services

Employees: 5500

Revenue: 3B

HQ: Sydney, Australia

Founded: 2012

Qualification intel

- **Size & revenue:** A large enterprise with 5,500 employees and annual revenue of \$3 billion. No public ticker or market cap available.
- **Likely compliance scope:** Given its global presence and industry, highly likely to require GDPR, CCPA, and potentially ISO 27001 compliance for its operations and supply chain.
- **Vendor ecosystem complexity:** High complexity due to large employee count, substantial revenue, global operations, and a diverse tech stack including multiple cloud, marketing, and data platforms.

Pain indicators

- **Recent security incidents or peer breaches:** Unknown.
- **Regulatory or growth pressures that expand third-party risk:** Rapid growth and global expansion likely increase scrutiny on supply chain security and data privacy regulations.
- **Hiring or leadership changes in security:** Unknown.

Competitive landscape

- **Likely existing security/IT tools from tech_stack:** CloudFlare (WAF/CDN), Atlassian Cloud (collaboration/DevOps), Microsoft Office 365/Google Apps (productivity), MongoDB/Snowflake (data management).

- **Gaps UpGuard can address:** Automating third-party risk assessments, continuous vendor monitoring, comprehensive attack surface management, and reducing questionnaire fatigue for their security team.
- **Typical alternatives a company like this might consider:** Other TPRM platforms (e.g., OneTrust, SecurityScorecard), in-house solutions, or a mix of manual processes and point solutions.

Key talking points

- **Industry-specific risk examples and peer references:** Discuss the escalating risk of supply chain attacks and data breaches prevalent in the tech sector, referencing recent incidents at similar SaaS/cloud companies.
- **Concise value props tailored to their stack and scale:** UpGuard can streamline vendor onboarding and continuous monitoring across their extensive cloud and SaaS landscape, enhancing their security posture at enterprise scale.
- **1–2 proof points you can deliver quickly:** Demonstrate rapid vendor risk ratings and evidence collection capabilities to show immediate visibility into their third-party ecosystem.

Technical fit

- **Integrations suggested by tech_stack:** Potential integrations with Atlassian Cloud (Jira for issue tracking), Microsoft Office 365/Google Apps (user management, email), and possibly data platforms like Snowflake for reporting.
- **Scale considerations:** UpGuard is well-suited for their scale, managing thousands of vendors and monitoring a vast global attack surface, given their 5,500 employees, \$3B revenue, and high Alexa rank (40).
- **Data flows likely relevant to due diligence and continuous monitoring:** Automation of questionnaire workflows, collection of security documentation, and continuous monitoring of public-facing assets and vendor security postures.