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PROOFPOINT INC SWOT & PESTLE ANALYSIS

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Company Name : Proofpoint Inc

Company Sector : Cyber Security

Operating Geography : United States, North America, Global

About the Company : Proofpoint is a software company that provides security to various enterprises. The company is headquartered at Sunnyvale in California, USA. The company was founded by Eric Hahn in 2002. The company serves nearly 8000 companies worldwide with the help of its 3600+ employees. The company operates worldwide and has offices located at Canada, France, Germany, Singapore, United Kingdom, Japan, USA etc. The company went launched its initial public offering (IPO) in April, 2012. The company provides software as a Service to help companies protect their people, data and brand against threats and risks emanating from three basic business problems namely, threat to cybersecurity, regulatory compliance and digital risk also referred to as brand-impostor fraud. For this purpose the company offers products dealing in email security and protection, advance threat protection, security awareness training, cloud security, archive and compliance, information and protection, digital risk protection and product bundles. Their products are developed on advanced cloud platform that bring speed and unique innovation together. They can be easily used, adjusted and updated faster than most other tools in the face of threats. The company is the only one to have a global intelligence platform inclusive of emails, social media and mobile phones. The company claims to prevent 99% of attachment-based attacks. It detects and stops threats and risks in approximately 2.2 billion emails and 22 million cloud accounts.

Proofpoint's Unique Selling Proposition (USP) is its proven suite of solutions, cloud enabled speed and technology and far reaching intelligence and visibility. With these the company has managed to attain sustained customer satisfaction of nearly 95% with an annual renewal rate of more than 90%. At the 2021 SC Awards, Proofpoint was awarded as Best Email Security Solution in the Trust Awards category. It attained 19 accolades in the 2020 Cybersecurity Excellence Awards, with gold for Most Innovative Cybersecurity Company and Best Cybersecurity Education

Provider.

Revenue :

US\$ 1,050 million – FY ended Dec 31st 2020

US\$ 888 million – FY ended Dec 31st 2019

SWOT Analysis :

The SWOT Analysis for Proofpoint Inc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Research and development, and Innovative product line. 2.High customer satisfaction and strong renewal rate 3.Leading email and cyber security company with expanding product line. 4.High yearly growth in revenues and free cash flow 5.Blue chip customer base with increasing number of large enterprises as customers 	<ul style="list-style-type: none"> 1.Has been making increasing amount of losses every year for last 4 years (2016-2020)
Opportunities	Threats
<ul style="list-style-type: none"> 1.Booming global cyber security industry 2.Rapid growth in adoption of cloud services 3.New funding and collaborations after being acquired by Thoma Bravo for \$12.3 billion 4.International growth opportunities 5.High flexibility after becoming a private company 	<ul style="list-style-type: none"> 1.Rapidly changing cyber security landscape due to new cyber threats 2.Cloud-based ecosystems can be adversely impacted by data privacy and data localization laws 3.Strong competition from much bigger tech giants

PESTLE Analysis :

The PESTLE Analysis for Proofpoint Inc is given below:

<p style="text-align: center;">Political</p> <p>1.Increasing Cyber espionage and Cyber warfare</p>	<p style="text-align: center;">Economical</p> <p>1.Robust growth expected of technology industry</p>
<p style="text-align: center;">Social</p> <p>1.Increase in remote work adoption to accelerate cybersecurity industry growth. 2.People getting increasingly more tech savvy</p>	<p style="text-align: center;">Technological</p> <p>1.Increasing digitalisation to augment industry 2.Increase in computation power and quantum computing to impact industry. 3.Use of AI in cyber-attacks and in cyber security</p>
<p style="text-align: center;">Legal</p> <p>1.Numerous and strict cybersecurity laws exist for all firms to comply</p>	<p style="text-align: center;">Environmental</p> <p>1.High amount of electronic waste becoming an environmental problem.</p>

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