Corporate Profile Part 1: Buyer Profile

Yahoo! Inc.

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CORPORATE PROFILE PART 1: BUYER PROFILE – YAHOO!

Introduction

What began as a hobby for two Stanford University students 23 years ago, Yahoo! has become one of the world's largest global search engine services. In 1994, Yahoo! co-founders, David Filo and Jerry Lang, set out to find and effective and efficient way to surf the world-wide web by designing a search engine Their tool grew from a group full of happy friends up to a million users a day by 1998 (Entrepreneur). In 2015, Yahoo's search engine services generated 42% of their revenue (Hoovers). In addition to search engine services, which is shared with Microsoft's Bing, Yahoo's communication services include Yahoo mail and messenger services, which are based on a fee if users choose premium service. Services also include digital content products and services: Tumblr, Yahoo News, Yahoo Sports, Yahoo Finance, and Yahoo Lifestyle). Yahoo's advertising services include Gemini and BrightRoll products. Yahoo's global operations draws 22% of its revenue mostly from Asian assets (Yahoo! 2015 Annual Report). Today, Verizon is in the process of buying Yahoo's Internet business for approximately $4.8 billion. An incident that occurred with 500 million Yahoo user accounts being compromised by a hacker didn't help Yahoo's image.

Company Overview

Yahoo! Inc (YHOO on the NASDAQ Global Market) is headquartered in Sunnyvale, California USA. Its key personnel include Eric Brandt, Chairman; Marissa Mayer, President and CEO; Kenneth Goldman, CFO; co-founder, David Filo; and CIO, Laurence Mann (Hoovers). Yahoo's main competitors are Google, AOL, and MSN. Google's competitive edge over Yahoo! is huge having gained almost 65% of the search market in America. Facebook and Twitter's rising communication services are also competition for Yahoo!. Hoovers reports Yahoo's 2015 annual revenue at $4,968 billion.

Mergers and Acquisitions

Yahoo! acquired Polyvore, Inc. in 2015 for $161 million. Polyvore.com gives users the ability to shop for anything from home décor to clothing and beauty products with the latest fashion trends. They acquired Flurry, Inc. (a mobile analytics and advertising company) in 2014 for $270 million. Yahoo's BrightRoll acquisition in 2014 made them the largest video advertising platform in America (Hoovers).

Requirements for Cybersecurity

Risk Factors

Yahoo's annual report states that search and display advertising generated 84% of its total revenue as of December 31, 2015, (Yahoo! 2015 Annual Report p. 13). A decrease in users could cause serious damage to the company. Yahoo's recent security breaches have not helped the company's credibility. In 2013 1 billion Yahoo Mail users' information was compromised; and again, in 2014, 500 million users' data had been stolen. This data includes names, birthdays, telephone numbers, email addresses, hashed passwords, and some encrypted (or unencrypted security questions and answers (Trautman & Ormerod, 2017). This brings Yahoo's code of conduct into question. The 'what did they know and when did they know it?' is a legitimate one. Yahoo has yet to make that information available (Voltz, 2016). And did Yahoo default on their duty to monitor and their duty of care? Trautman & Ormerod's findings are that they fell short of their duty to monitor and the jury's still out on their duty of care. Jay Kaplan, chief executive of Synack, a data security company states the alarming fact that the 2013 breach occurred with not an inkling of knowledge (Trautman & Ormerod, 2017). With these unfortunate incidents comes uncertainty. That uncertainty deters consumers from signing up e-mail accounts or utilizing

Yahoo's search engine. A decrease in consumers affects advertising which drives the bulk of Yahoo's sales.

Buying Forecast

In 2014, Yahoo! invested $10 million for encryption enhancements in addition to offering to pay to have security holes identified in their system. This obviously wasn't enough, while their major competitor, Google, heavily invested in their security infrastructure for hundreds of millions of dollars (Perlroth & Goel, 2016). According to the New York Times, Yahoo former and current staffers state that Alex Stamos, former CIO officer, set out to proactively accomplish: developing a more secure code, improving Yahoo's defenses, encrypting traffic between data centers, tracking cyber-criminal activity, and working with other organizations in sharing information about cyber threats. Data encryption tools can help address some of Yahoo's objectives for end-to-end encryption. Hewlett Packard Enterprise offers HPE SecureData to harden end-to-end data security which can be licensed up to $5,000 (PC Business Software Index). Intrusion Detection Systems (IDS) which monitors malicious activity. According to ComputerWorld, Cisco Systems starts as low as $8,000, and Intrusion.com can go up to $40,000. Security Information and Event Management Tools (SIEM). SC Media gives LogRhythm a 5/5 rating for its powerful features, documentation, value, performance, support and ease of use. The cost starts at $27,500.

Conclusion

With Yahoo! currently undergoing transitions, particularly with the Verizon Communications purchase of their Internet services, I believe we have not seen this company reach its highest potential. The company's healthy acquisition choices and global business investments, it is clear they have the ability to increase their revenue even more. The data

breaches have barely been a set-back for this company, and the raised awareness gives them the

opportunity to identify the holes in the framework and gain back trust from their consumers by

keeping abreast of the cybertrends we face today. Yahoo! can learn a lot from its major

competitor, Google by dedicating the save level of investments to address threats to their

stakeholders and be able to say – "Never again."

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Corporate Profile: Part 1 (Buyer Profile) Tiko D. Porter University of Maryland University College Introduction. Running Head: Corporate Profile: Part 1 (Buyer Profile) eBay In a world where ecommerce has become a billion-dollar industry one company has proven itself to be a contender. eBay was started September 1995 as AuctionWeb by founder Pierre Omidyar. A company now worth 68.9 billion dollars was launched in a garage designed to bringing together buyers and sellers in an honest and open marketplace. [eba09] eBay Inc. provides a online cyber market places where merchants and buyers from around the world can securely advertise, sale and buy goods and services. Buyer Job Description: Top Duties and Qualifications. A Buyer, or Purchasing Agent, is responsible for purchasing materials, supplies or equipment for a business. Their duties include negotiating deals with suppliers, researching possible item selections and taking inventory of current products. Build a Job Description. Are you a Job Seeker? Find Jobs. Buyer duties and responsibilities. Plato's Closet Cary, Raleigh and Brier Creek has immediate full and part-time openings for the position of Buyer. Plato's Closet is a chain of over 500 stores in the United States and Canada that buys and sells gently used clothing for teens and young adults. Typically, many large corporate retailers require Buyers to have at least a bachelor's degree in business, accounting or a related field. A company profile is a professional summary of the business and its activities. You need a company profile if you want to raise capital and win investors, but you can also use it to inform other stakeholders, including clients. You will find many variations and lengths for a company profile. You will notice that some are actual samples, so you may just feel inspired by their ideas. Other templates provide useful tips and prompts for the details you need. You can edit each one's text, formatting, and subsequent page length to suit your needs and preference. Just keep in mind that these are PDF files, so you will need a PDF editing tool, converter, or application that allows you to open and edit. There are several tools that let you convert PDF files to Microsoft Word for free. The customer profile can now be used for marketing to create strong messages. For sales to create better value propositions and for product management to understand the customers. € Buyer Personas. Below video is a recorded webinar where I present how to create a customer profile + buyer persona and I show a detailed example of how it can look like. Use customer profiles / buyer personas to create a B2B Sales Process. The Design of a Sales Process is the first step to create real growth in your sales pipeline. To design it you start by defining a customer buying process. I think that customer profiles / buyer personas are a great support for this activity. Read my article How to Design a Sales Process for B2B Sales to learn how you can increase your sales. Creating an ideal buyer profile and making it part of your selling routine will help you crush quota. Within that ideal buyer profile, you probably work with multiple buyer personas. Various roles may be involved in the buying decision at those companies. Perhaps one buyer persona is a leader of the IT department and another is the head of operations. Differentiating between these buyer personas will help you formulate a message that resonates with the goals and challenges they are each uniquely facing. How to Use Buyer Profiles in Your Daily Routine. Now that you've defined your ideal buyer profile, how do you incorporate it into your daily selling routine? Here are five tips you can start using today to make sure you're only spending time with the right buyers.