

SentinelOne (NYSE: S)

Procurement / Shortlist context · EDR Focus

Vendor Evaluation Report

Executive Summary

SentinelOne is an established public-company EDR vendor with autonomous AI-driven endpoint protection at its core, expanding aggressively into XDR, CNAPP, identity, and SIEM through both organic development and acquisition. With \$5.6B market cap, ~\$956M ARR, 3,157 employees, and 4.4/5 employee reviews, it is a financially safe and culturally stable counterparty for multi-year procurement contracts.

However, in the EDR market specifically, it is the **second-tier alternative** to CrowdStrike on scale (24x smaller market cap, 3.5x fewer employees), and increasingly exposed to Microsoft Defender's bundling pressure on the low end. Its 67/100 momentum score ("Steady" tier) trails CrowdStrike's 79/100 ("Accelerating") and signals it is holding share rather than gaining it.

FOUNDED 2013	HQ Mountain View, CA	EMPLOYEES 3,157	MARKET CAP \$5.6B	ANNUAL REVENUE ~\$956M
MOMENTUM 67/100				

PROCUREMENT VERDICT

Acceptable with Conditions

SentinelOne is a viable shortlist candidate for organizations seeking a non-CrowdStrike, non-Microsoft EDR vendor with platform breadth. Best fit when: (1) the buyer has multi-vendor strategy concerns post-CrowdStrike-July-2024 outage, (2) the buyer is consolidating onto a single XDR/CNAPP platform, or (3) commercial leverage from a smaller vendor is desired. Not the right choice if scale, ecosystem depth, or pure market-leader signaling drives the decision.

1. Company Overview

SentinelOne (legal name: Sentinel Labs Inc.) develops an AI-powered cybersecurity platform branded "Singularity," combining autonomous endpoint protection, XDR, cloud security, identity threat detection, SIEM, and SOAR into a unified offering. Founded in 2013, IPO'd June 2021. Listed on NYSE under ticker S at \$16.59/share as of report date, with a 52-week range of \$11.81–\$21.40 and a \$5.6B market cap.

Leadership

The C-suite is unusually deep with role specialization, including a Chief AI Officer (Gregor Stewart) and a Chief Customer Officer (Steve Stone). Recent additions strengthen the AI and product organization:

Role	Name	Notes
CTO	Jeff Reed	Recent arrival
Chief Product Officer	Ely Kahn	Recent arrival
Chief AI Officer	Gregor Stewart	Recent arrival, signals AI investment
Chief Customer Officer	Steve Stone	Recent arrival
CFO	Barbara Larson	Appointed Sep 2024
President & CRO	Michael Cremen	Revenue org leadership
Chief Marketing Officer	Bryan Law	Departed Jan 2026

Procurement note: The CMO departure (Jan 2026) and the Chris Krebs resignation (April 2025, departing under U.S. political pressure to challenge administration policy) are visible reputation signals. Krebs's exit is particularly relevant for U.S. federal, defense, or politically-exposed buyers — verify current go-to-market continuity before signing multi-year deals.

Workforce Trajectory

Employee growth signals continued execution but at a steady, not aggressive, pace:

- Headcount: **3,157** employees (April 2025 enrichment)
- Yearly growth: **+10.1%** (+289 employees)
- Quarterly growth: **+7.8%** (+228 employees)
- Monthly growth: **+0.5%** (+16 employees)

2. Product Portfolio

SentinelOne markets nine distinct products, all under the Singularity Platform umbrella. The portfolio crosses six cybersecurity subcategories — broader than a pure EDR vendor but shallower than Palo Alto Networks's 29 products or Microsoft's 14.

Product	Subcategory	Pricing
Singularity Endpoint	EDR (Core)	Commercial
Singularity (legacy EPP)	EDR	Commercial
Singularity XDR	Extended Detection and Response	Commercial
Singularity Cloud Security	CNAPP (full stack: CSPM, CWPP, CDR, CIEM, DevSecOps)	Commercial
Singularity Identity Security	Identity Threat Detection & Response	Commercial

Product	Subcategory	Pricing
Singularity Vulnerability Management	Vulnerability Assessment	Commercial
AI SIEM	SIEM	Commercial
Purple AI	SOAR (AI-driven SOC analyst)	Commercial
Singularity Hyperautomation	SOAR (no-code workflow)	Commercial

EDR / Endpoint Capability (Focus Area)

The core Singularity Endpoint product is SentinelOne's revenue and brand anchor. Key positioning differentiators (per the company's own description and category data):

- **Autonomous response:** agent-driven detection and response without requiring constant cloud round-trips, useful for offline or air-gapped environments.
- **Storyline behavioral modeling:** contextualizes endpoint events into attack narratives rather than alert lists.
- **Vigilance MDR:** managed detection and response service layered on top of the same agent — important for buyers without a 24/7 SOC.
- **Singularity Marketplace:** ecosystem of integrations and connectors, but smaller than CrowdStrike's Falcon Store.

Procurement red flag: All nine products are listed as "Commercial" pricing only — no free tier, no community edition, no transparent published price list. POCs require sales engagement and quoted pricing. Build 4–6 weeks into your shortlist timeline for a real evaluation.

3. Market Position & Momentum

Momentum Score: 67/100 ("Steady")

High data confidence (7/7 signals available). Pillar breakdown:

Financial Strength	<div style="width: 70%;"><div style="width: 70%;"></div></div>	70
Market Presence	<div style="width: 68%;"><div style="width: 68%;"></div></div>	68
Growth	<div style="width: 63%;"><div style="width: 63%;"></div></div>	63

Underlying Signals

Signal	Score	Read
Financial Momentum	91	Strong revenue trajectory, public market support
News Activity	82	High press visibility, AI-security headlines
Hiring Intensity	67	Active hiring, healthy pipeline
Job Posting Growth	62	Steady demand for talent
Workforce Growth	60	+10.1% yearly — solid but trailing market leaders
Social Momentum	56	LinkedIn 387K followers, modest engagement

Signal	Score	Read
Financial Scale	44	Smaller balance sheet vs CrowdStrike, MSFT, Palo Alto

The 44/100 Financial Scale signal is the most important number on this page for procurement purposes. It quantifies the gap between SentinelOne and the dominant EDR/security platforms — a real factor in vendor stability over a 5-year contract horizon (though as a public company with \$5.6B market cap, the absolute risk is still low).

4. Head-to-Head: SentinelOne vs Top EDR Competitors

The three competitors most relevant to a SentinelOne EDR procurement decision are **CrowdStrike** (the market leader), **Palo Alto Networks Cortex XDR** (platform consolidation play), and **Microsoft Defender for Endpoint** (bundling-driven competitor). Side-by-side metrics from CybersecTools data:

Metric	SentinelOne	CrowdStrike	Palo Alto Networks	Microsoft
Founded	2013	2011	2005	1975
Employees	3,157	11,169	21,607	227,674
Market Cap	\$5.6B	\$134.3B	~\$200B+ (PANW)	~\$3T+
Total Funding (pre-IPO)	\$696.5M	\$481.0M	\$326.1M	N/A
Tools / Products Listed	9	15	29	14
Yearly Employee Growth	+10.1%	+3.9%	+16.7%	+0.6%
Website Traffic (monthly)	652K	2.32M	4.31M	N/A
LinkedIn Followers	387K	1.01M	1.87M	27.6M
Momentum Score	67/100	79/100	N/A this report	N/A this report
Momentum Tier	Steady	Accelerating	—	—
Employee Reviews (count)	866	1,300	N/A this report	N/A this report
Employee Review Score	4.4 / 5	3.8 / 5 (▼ 0.4 yearly)	N/A	N/A
Public?	Yes (NYSE: S)	Yes (NASDAQ: CRWD)	Yes (NASDAQ: PANW)	Yes (NASDAQ: MSFT)

Vendor-by-Vendor Breakdown

vs CrowdStrike (the market leader)

CrowdStrike is materially larger across nearly every dimension: 24x market cap, 3.5x headcount, 3.6x web traffic, 2.6x LinkedIn presence, and a higher 79/100 "Accelerating" momentum score. Where SentinelOne wins is **employee culture**: 4.4/5 vs CrowdStrike's 3.8/5 (which has dropped 0.4 points yearly across multiple dimensions — likely fallout

from the July 2024 global outage). For buyers prioritizing diversification risk after that incident, this is a meaningful signal.

The CrowdStrike outage angle: CrowdStrike's review score decline across Career Opportunities (-0.3), Culture & Values (-0.3), Senior Management (-0.3), and Diversity (-0.3) yearly suggests internal organizational stress. This is a tangible diversification argument for SentinelOne in conversations with risk-aware CISOs and boards still processing single-vendor exposure concerns.

vs Palo Alto Networks Cortex XDR (the platform play)

Palo Alto is not primarily an EDR company — it is a network security incumbent that acquired its way into EDR. With 21,607 employees, 29 listed products, and 16.7% yearly employee growth, Palo Alto wins on platform breadth and ecosystem maturity. SentinelOne wins on EDR specialization and AI/autonomous-response architecture — Cortex XDR is broadly acknowledged in the market as more analyst-driven and more configuration-heavy. For buyers already in Palo Alto's network/firewall stack, Cortex XDR has obvious consolidation appeal; for greenfield EDR decisions, SentinelOne is a stronger pure-play.

vs Microsoft Defender for Endpoint (the bundling threat)

Microsoft is not a focused EDR competitor — it is an OS vendor with an EDR product bundled into E5/E3 licensing. This makes it nearly free at the margin for organizations already on Microsoft 365 enterprise plans, which is the primary commercial threat to SentinelOne in the mid-market. Microsoft has +0.6% yearly headcount growth (essentially flat at 227,674 employees) and treats Defender as one of 14 listed security tools. SentinelOne's argument here is independence (cross-platform parity for macOS/Linux, neutrality from Microsoft ecosystem dependencies) and depth (autonomous response, Storyline). Pricing leverage is harder when competing against a bundled product.

5. Financial Health

Annual Revenue (estimated)	\$955.6M
Quarterly Revenue (estimated)	\$258.9M
Total Funding (pre-IPO)	\$696.5M across 9 rounds
Market Capitalization	\$5.6B
Enterprise Value	\$5.0B
Share Price	\$16.59 (as of May 10, 2026)
52-Week Range	\$11.81 – \$21.40
Analyst 12-Month Price Target (mean of 34)	\$18.50 (implied \$6.2B market cap)
Analyst Range	\$14.00 – \$26.00

Funding History (Pre-IPO)

Round	Date	Amount	Lead Investor
Series F	Nov 2020	\$267M	Tiger Global Management

Round	Date	Amount	Lead Investor
Series E	Feb 2020	\$200M	Insight Partners
Series D	Jun 2019	\$120M	Insight Partners
Series C	Jan 2017	\$70M	Redpoint Ventures
Series B	Oct 2015	\$25M	Third Point Ventures
Series A	Apr 2014	\$12M	Tiger Global Management
Seed	Aug 2013	\$2.5M	Granite Hill Capital

Acquisition Activity (Strategic Posture)

SentinelOne has executed six acquisitions totaling roughly \$1.29B since 2021, signaling aggressive platform expansion beyond core EDR:

Target	Date	Amount	Strategic Purpose
Observe AI	Sep 2025	\$225M	AI data pipeline / SIEM enhancement
Prompt Security	Aug 2025	\$180M	AI/LLM security capability
PingSafe	Jan 2024	\$100M	CNAPP / cloud security
Krebs Stamos Group	Nov 2023	\$13.9M	Advisory / strategy services
Attivo Networks	Mar 2022	\$616.5M	Identity Threat Detection & Response
Scalyr	Feb 2021	\$155M	Data analytics / log platform

Procurement read on M&A: The 2025 AI security acquisitions (Prompt Security, Observe AI) cost a combined \$405M and represent a real bet on AI security as the next platform layer. Buyers should ask in evaluation calls how these acquisitions are integrated into the Singularity platform, what the licensing model is for these capabilities, and whether they will be standalone-priced or bundled.

6. EDR Market Context

The Endpoint Detection and Response category, as tracked by CybersecTools, contains 59 distinct vendor companies with \$12.8B in total funding. SentinelOne ranks 5th by funding and 9th by headcount. Notable benchmarks for shortlist context:

EDR Market Statistic	Value
Total vendors in category	59
Total funding (cumulative)	\$12.8B
Median funding per vendor	\$44.2M

EDR Market Statistic	Value
P75 funding per vendor	\$180M
Median employee count	128
P75 employee count	1,037
Geographic concentration	56% United States (33 of 59 vendors)

SentinelOne's \$696.5M funding and 3,157 headcount place it firmly in the top decile of EDR vendors by both metrics. Top-by-funding peers include Tanium (\$1.04B), Cybereason (\$933.6M), Arctic Wolf (\$883.3M), and CrowdStrike (\$481M). Top-by-headcount among EDR-active vendors is dominated by tech giants (IBM 324K, Microsoft 228K, Huawei 135K) and only one pure-play — CrowdStrike — exceeds SentinelOne in scale.

7. Reputation Signals

Employee Reviews (866 reviews, 4.4/5 aggregate)

High-confidence sample. SentinelOne scores notably above industry peers on culture and compensation, and has been stable across the trailing year:

Dimension	SentinelOne	CrowdStrike	YoY Change (S1)
Compensation & Benefits	4.6	3.9	+0.1
Diversity & Inclusion	4.5	3.8	+0.1
Career Opportunities	4.3	3.7	0.0
Culture & Values	4.3	3.7	-0.1
Work-Life Balance	4.2	3.9	0.0
Senior Management	4.1	3.5	-0.1
Aggregate Score	4.4	3.8 (▼ 0.4 YoY)	0.0

Procurement signal: Stable employee culture predicts stable customer support, account team continuity, and lower vendor-side disruption during contract lifetime. SentinelOne's culture metrics are materially stronger than CrowdStrike's current trajectory, which is a tangible second-order procurement consideration.

8. Verdict & Recommendation

STRENGTHS

- Public-company financial stability (\$5.6B market cap, ~\$956M ARR, NYSE: S) — low contract-counterparty risk for 3-5 year deals.

RISKS

- 24x market cap gap vs CrowdStrike (\$5.6B vs \$134.3B) and 3.5x headcount gap; "Steady" momentum tier vs CrowdStrike's "Accelerating."

- Highest employee review score in peer set (4.4/5 vs CrowdStrike 3.8/5), with rising compensation and D&I — predicts stable account team continuity.
- Broad platform: 9 products spanning EDR, XDR, CNAPP, ITDR, SIEM, SOAR — supports vendor consolidation play.
- Aggressive AI-security investment via 2025 acquisitions (\$405M combined for Prompt Security + Observo AI) and dedicated Chief AI Officer.
- Autonomous response architecture is a real technical differentiator vs cloud-dependent EDR competitors — meaningful for offline/air-gapped environments.
- Microsoft Defender bundling pressure on the low end — hard to win price-driven deals when buyer is on Microsoft E5.
- Recent leadership turbulence: CMO departure (Jan 2026), Chris Krebs resignation under U.S. political pressure (Apr 2025) — relevant for federal/regulated buyers.
- No free tier or transparent pricing across all 9 products — sales-engaged POC required, which adds 4-6 weeks to evaluation timeline.
- Yearly headcount growth of +10.1% trails Palo Alto Networks's +16.7% — share-holding posture, not share-taking.

Best-Fit Buyer Profile

- **Strong fit:** Mid-market to enterprise (1,000–25,000 endpoints) seeking a non-CrowdStrike EDR alternative with platform consolidation upside; buyers with mixed OS environments (significant macOS/Linux footprint); buyers prioritizing vendor diversification post-July 2024 outage.
- **Acceptable fit:** Buyers consolidating onto a single XDR/CNAPP platform; buyers wanting a managed-detection (Vigilance) option layered on the same agent; buyers with internal security teams ready to drive product configuration.
- **Poor fit:** Buyers heavily standardized on Microsoft 365 E5 where Defender is effectively free; buyers requiring market-leader signaling for board/auditor reporting; buyers in U.S. federal contexts where political reputation risk is non-trivial.

Recommended Next Steps

1. **RFI** against CrowdStrike Falcon and Palo Alto Cortex XDR; include Microsoft Defender as a 4th cost benchmark.
2. **POC** with mixed-OS workload (Windows/macOS/Linux) over 30-60 days; specifically test autonomous offline response and Storyline visualization.
3. **Reference calls** with at least three customers in the buyer's industry vertical; specifically ask about post-2024 account-team stability and Vigilance MDR experience.
4. **Commercial:** lock multi-year pricing with caps; negotiate a clause covering AI-security capability inclusion as Prompt Security and Observo AI are integrated into Singularity.
5. **Risk review:** validate any U.S. federal exposure given Krebs episode; verify FedRAMP/IL4/IL5 status if government workloads are in scope.

FINAL PROCUREMENT VERDICT

Acceptable with Conditions — Strong Shortlist Candidate, Not Default Choice

SentinelOne earns a place on a 3-vendor EDR shortlist for nearly any mid-market or enterprise buyer. It is the strongest non-CrowdStrike, non-Microsoft option in the category by a meaningful margin. Recommended as a benchmark or competitive lever in procurement; recommended as the choice when vendor diversification, autonomous response, or platform breadth (especially CNAPP and identity) is a real driver. Not the default

answer — that remains CrowdStrike for buyers seeking the market leader, or Microsoft Defender for buyers prioritizing bundling economics on Microsoft-centric stacks.

Data sources: CybersecTools MCP server (cybersectools.com). All metrics retrieved live on May 10, 2026. Employee review data is rolling 12-month aggregate. Acquisition list reflects publicly disclosed transactions through Sep 2025. Stock data as of session timestamp; verify current pricing before commercial negotiation.