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Reconnaissance Analysis

**Under Armour Reconnaissance**

Under Armour is a sporting goods and apparel company that was founded in 1996 by Kevin Plank. The company focuses on the development, marketing, and distribution of performance apparel, footwear, and accessories for men, women, and youths. The company markets and promotes their apparel types as being able to be used in several different environments. The Under Armour headquarters is located in Baltimore, Maryland. The company recently announced the construction of a new 50-acre campus on the Baltimore waterfront. Under Armour has about 11,000 global employees with the majority based in Baltimore. They operate multiple corporate and retail locations in more than 10 countries.

Under Armour went public in 2005 and has seen a steady annual growth rate of 30.1 % percent over the last 5 years. The company also holds a 23 straight quarter streak of 20+% net revenue growth. Large sponsorship contracts with athletes and celebrities such as Cam Newton, Jordan Spieth, and Stephen Curry have driven product sales mostly due to their recent success in their respective sports. The continued push to provide athletic apparel and equipment to large athletic associations such as the MLB, NFL, NBA and several high-profile collegiate teams has provided marketing and exposure through sporting events.

The major competitors to Under Armour are considered Nike, Adidas, and Reebok. The largest shift in this market occurred recently as Nike announced their decision to discontinue golf sales. This provided a large opportunity for Under Armour to increase their overall market share. Under Armour has attempted to revolutionize the athletic wearables market by committing to their initiative to be a part of an athlete’s life 24/7. They purchased 100 million user’s wearable data in 2015 to lay the ground work for their Connected Fitness products. This was considered a success as it led to 160 million registered users in the first year. Under Armour has taken this further by partnering with SAP to create a single view of their customers and tie all of their product offering in one application.

Whois network search shows the Under Armour domain is registered with CSC Corporate Domains, INC. The details behind the domain name are protected and kept private. An ARIN lookup showed Under Armour being registered to their Baltimore, Maryland headquarters. Nslookup shows that there are 4 IP addresses that are registered to Under Armour. Performing an Nmap command showed that Under Armour has two open ports (80 and 443). Both of these ports look to be used for general and secure internet traffic to their main consumer facing website. This also revealed that there are 998 filtered and closed ports. Using a google SITE search I was able to find their wearable and active user website where users can login to check their activity from the company’s Connected Fitness products. This web server had two additional IP addresses and returned the same Nmap results as the main web site.

The Under Armour careers website and other job search engines such as Monster.com and Glassdoor.com show that Under Armour is currently looking for SAP administrators and business intelligence analysts. The requirements for a majority of these opening show expertise needed in SAP, HANA, Tableau, Alteryx and other tools. The MongoDB customer testimonial site shows Under Armour as a large customer as well.