

Albert Chou:

This is IT Visionaries, your number one source for actionable insights and exclusive interviews with CIOs, CTOs, and CISOs, and many more. I'm your host, Albert Chou, a former CIO, former sales VP, and now podcast host.

Welcome everyone to another episode of IT Visionaries. And today we have the founder of a company called Tines, that's T-I-N-E-S, Eoin Hinchy, welcome to the show.

Eoin Hinchy:

Albert. Thank you so much for having me. It's great to be here.

Albert Chou:

Listen, we're excited to have you here. One of the things we always want to start off with is exactly what is the company. So for our audience who may not be familiar, what is Tines and what does it do?

Eoin Hinchy:

Yeah. Tines is a cybersecurity automation platform that allows security teams automate their repetitive manual workloads. So for example, if you are receiving alerts from various information security systems, you can build, drag and drop workflows in Tines that allows you automate those start to finish, giving your team more flexibility and capacity to go and work on higher impact projects.

Albert Chou:

So one of the things that you guys talk about in the marketing and stuff like that is this idea that you guys approach cybersecurity a little bit differently than others. I believe you guys almost talk about it in a codeless, it sounds no-code like fashion. Give us an idea of what this means for you.

Eoin Hinchy:

Yeah, I think the way we approach security and the way we approach automation is very much built on how we experienced it ourselves as practitioners. So I'm not your typical software CEO or founder. I actually spent about 15 years as a cybersecurity practitioner before founding Tines. So I worked on the front lines of information security and cyber security, doing things like incident response and security operations and security engineering and threat management at companies like eBay and PayPal and DocuSign here in Dublin where I'm based at the minute, but also in the Bay Area for a little while as well. When I was a security practitioner, the problems that I experienced are really what gave birth the times. So I was running fairly technical teams of security practitioners who all knew their jobs inside out, could respond to any type of incident, big or small, were very passionate and motivated people.

The challenge was that they were spending more and more of their time doing the same repetitive workflows over and over again. So without going into too much detail, they would spend a lot of time kind of investigating phish emails and responding to different classes of security alerts. Those investigations and response activities would typically be fairly manual. So you would take data from one system, you would copy and paste it into another system, you would take the results from that search and put it into a different system and you might be hopping them back and forth between 10 to 15 different systems. This repetitive work was monotonous, mundane, but absolutely necessary, right? We had to get to the bottom of all these alerts. Frankly, this is the reason why we invented software on computers so people wouldn't have to do this manual work over and over again.

The challenge that we had was that my team were security practitioners and not software engineers. So even if they wanted to, they didn't have the chops to go and write Python or Bash or Ruby or whatever it was to go and automate this end to end. And so the idea behind Tines was to give these people who knew their jobs inside out, who were incredibly motivated and knew what needed to be done, give them the tools that they would need to automate those processes end to end without actually having to write code. And so our concept of no-code is very much the idea that these people who know what needs to be done are empowered to do it themselves.

Albert Chou:

So this is from firsthand experience then? From what you experienced working at in the security field at your prior jobs. Is that right?

Eoin Hinchy:

Yeah, exactly right. Exactly right.

Albert Chou:

And then so you kind of had this idea and you wanted to bring it to life. What were you thinking? I guess let me phrase it another way. How did you come up with this solution? Was it something you were already looking for? Was it something like you and your peers wish that you had? Because it sounds like you have software development chops, but was it something like, "Hey, I know how to develop software but my peers aren't able to. If I could give them a tool to do this, they would be able to solve more problems." Give us an idea of how this this idea or concept came about.

Eoin Hinchy:

Yeah. Although I personally built the very first version of Tines, all the engineers on my team today will tell you I am not a professional software engineer. So I knew enough to be dangerous and hacked together an MVP. But no, you're absolutely right. We were looking for this product as security practitioners.

So over the course of about six months, we looked at a dozen different tools, right? We were looking for something that we could buy that would solve these problems of too much work, not enough staff, inevitable incidents. We couldn't find anything that came close to meeting our requirements. And we looked at a lot of different tools from a lot of different vendors. We even looked at trying to modify open source software. Eventually, we got to the point where it's just like, "Wow, we're just thinking about these things in very different ways than anybody else."

I never had any grand ambitions of starting a company. I wasn't that kind of person who mowed lawn to make pack of money or had a lemonade stand. That wasn't me. But I felt that these problems were acute enough and that the way I wanted to solve them was differentiated enough that could be a real business here. And so I founded Tines really to go and build the product that I wished had been available. And so for the very first year or first few years, the product that we were building was very much to solve the problems that we had experienced firsthand.

Albert Chou:

Yeah. Give us an example of that first problem, I guess, you were able to solve, that Tines unlocked. Because one of the things that I know our listeners enjoy hearing is like, "Hey, what was the problem? Give us an idea of what the solution looked like. And then of course, what was the outcome?" Because

inevitably, there had to have been like, when you're building this product, you're thinking to yourself, "Hey, there's a distinct subset of problems I want to solve." So if you could walk us through, "Hey, I wanted to do this. It never had anything they could do it before. I implemented my own tool times, boom, I was able to solve it. Now I know I got something."

Eoin Hinchy:

Yeah, wonderful question. One of the really interesting things about security is it's an incredibly diverse set of problems that you deal with, right? Everything from how do we design architecture in a secure way to how do we respond to these types of incidents to how we reverse engineer malware. So you get to work on a lot of different things. The teams that I ran and the teams that I worked in as an individual contributor were very much like operations teams. So keeping the lights on, receiving alerts from all 50 different tools that we had deployed in various different ways.

And so the product that I wanted to build or that I felt the world needed had to be extremely flexible to be able to solve a bunch of different problems, right? I had to work in a sufficient way to be able to respond to any type of alert, interact with any type of system. It had to be extremely accessible, right? So you had to be able to use this tool without knowing how to code and it needs to be really reliable as well.

So there was kind of three problems that we were solving. One, we needed a product that would allow people who didn't know how to write code, produce code essentially. We needed a product that would be extremely reliable, scalable, secure. And we ultimately needed a platform that would allow anyone, regardless of their technical background, automate any process. And our kind of big bet and our great innovation was that any process, any process in an enterprise, regardless of whether it's security, IT, infrastructure, DevOps, is really just a sequence of actions. Really that's all it is, right?

And so if you're analyzing phishing emails for examples, the first step or the first action that you're going to take is to receive the email. The second action that you might take is to look at the attachments and see if they're malicious. The third action you might take is to analyze the URLs and see if any of them are phishing URLs or credential harvesters. And then the fourth step might be to create a ticket in Jira. The fifth step might be to go and reset a password. And the sixth step might be to go and notify the person who received it. But it's all just sequence of actions and decisions.

Our great bet was that there had to be a limited number of things that we would need to support that would allow you to automate any process, right? And so what we did when we founded the company was we went around to all of our friends and people that we've worked with in the past and ex-colleagues and we said, "Hey, tell me about all your individual workflows. Every single workflow that you do in your company, tell us about it." And so we collected about 500 individual workflows, everything from pictures of confluence documents to whiteboard drawings, to SOPs, to word docs. We printed all these documents out, all these workflows out. Who knows how many trees we killed during this process. But we printed out all these documents and we started circling all these individual steps that were similar, right? So we took out some highlighters and we said, "Okay, anything that means we send an email, we're going to make that yellow .and anything that involves a decision, we're going to make that red. And anytime we're talking to an external tool, we're going to make that blue."

What we were doing was trying to understand what the minimum number of steps that we would need to support would be. And ultimately, we landed on seven. So with Tines, everything that you automate, everything, regardless of whether it's an extraordinarily complex employee onboarding process to something really, really simple like sending swag to a new employee, everything that you do is always automated using just these seven basic building blocks.

What that means is that once you know how to configure these seven things... And of course it's all no-code, you're just like, dragging, you're just picking drop dropdown menus and typing URLs, everything is super simple. Once you can configure these seven things, you're essentially as effective as a senior software engineer, right? A senior software engineer with a college degree and five years experience, right? And so it takes us about three hours to get you up to speed on how to configure these seven things. Once you know how to do it, that's it. That's everything that you will ever need to automate any process in your organization. And because then we take care of all the hard things like version control, change management, scalability, security, retries, robustness, all you actually need to know is what you want to automate and which one of these seven pings is best suited to perform that step.

Albert Chou:

Okay. So that's a bold. As someone who's listening to this, I think to myself like... Because you know, everyone thinks that their work or their job is more complicated than it might be, right? And then we've always heard great software engineers talk about, "Hey man, you just have to boil things down to the basics."

David Heinemeier Hansson was on our show and he talks about only what's essential. If it's not there, it doesn't need to be there. And so you're saying there's only really seven major connection points, automations. I forgot the term you used, but there's seven major automations or connection points that need to be made to handle, it sounds like a bulk of the problems.

When you discovered this, did you yourself question your sanity, like, "This can't be right. There's only seven things to do"? Did you question your sanity or were you more excited to be like, "Hey, this is it"? And I also want to know, when you first told that first customer that wasn't your friend, "Hey, there's only seven things you need to do to run your whole company." They're like, "No. Oh, that's BS. That can't be right."

Eoin Hinchy:

Yeah. When I started this exercise, I really, really hoped it was going to be five, right? I had this obsession with five fingers. You can do a lot with five fingers. And so I was actually bitterly disappointed when we actually looked at and we were like, "Okay, actually it's seven. We're going to have to support seven of these things."

We've been doing this now for nearly five years and we've helped hundreds of companies, 10,000 people using the free version of our product, automating hundreds of thousands of workflows every single day. And so we've given ourselves a lot of confidence over time that yes, this is the sum total of things that we will need to support. We still get pushback all the time, all the time. And we kind of say like, "Listen, just trust us. Trust us. Try and automate a couple of things and see how it goes."

We're not dogmatic about the fact that hey, maybe one day there'll be an eighth, right? We don't say that it's going to be seven forever, but what we do say is that we're going to continue to listen, but we're going to be very opinionated about the kind of things that you would need to support.

The other thing I will say is like, hey, we do a lot with 26 letters in the alphabet, in the English alphabet, right? We've written Shakespeare and Happy Birthday and every song on the planet. So it's not as if this is an incredibly groundbreaking concept that you should have a limited number of primitives and be able to construct wonderful things.

The analogy we sometimes use is, let's say you're a carpenter, right? If you're a carpenter, you've got a hammer, a chisel, a drill, a saw, a pencil and a pen knife, right? And you construct houses, tables, doors, install floors by just being a master of those handful of tools. And so I think the other part of this is that

we also don't say that these are the only seven things that you're ever, ever going to need. There might be some insane edge case where there's actually a more powerful tool where rather than using a hand saw, you should use a band saw or something that's maybe more attune for the job. But what we are saying is that once you know how to use these seven things, there'll always be a way to automate what you need with just this toolkit.

Albert Chou:

So give us an idea of when you were first launching. Right now, of course there's a lot of people using, a lot of companies are using it. But when you first got started, of course there was only a handful of people that just got started with the tools. Give us an idea of what it was starting to unlock. Did it right away hit what you thought it was going to do, which was enabling these security analysts to also develop these workflows to solve problems? Was there any type of apprehension? Was it something that people wanted to do? Because one of the things low-code has often promised is that everyone can be a developer. Or no-code, low-code tools they say everyone can be a developer, but we find that that's not always the case.

Eoin Hinchy:

100%.

Albert Chou:

It does help the people that want to solve the problems to solve these problems. But give us an idea. The people that tried this the first time, were they immediately able to solve some of these problems? Did it take a little tweaking? How long before, I guess, every business that reaches any type of scale starts getting raving fanatical customers? People that just think that, "This is it. This is the toolkit I need." Did you guys hit that level of scale right away or did it take a couple of trials before people were like, "Okay, this is solving our problems"?

Eoin Hinchy:

Oh yeah, that's a good one. So for the first year, it was just me and Tines. I did everything. I built the product, I managed our infrastructure, I did our marketing websites, I did our customer support. I did absolutely everything. I was bootstrapped, sales funded. So there wasn't a whole lot of money in the bank.

I did all the demos for customers, I did all the implementation. I sat beside our early adopters and helped them come up to speed with the product. But one of the things I was fairly fanatical about was getting feedback as early as possible, right? So from when I started the company to when I was doing my first demos was like six weeks. And so the product was extremely bare bones. It's funny you should mention DHH because I wrote the entire thing in Rails. So it was a fairly advanced prototype or MVP, but it was still very much an MVP.

And so there was a lot of bugs, there was a lot of stuff that didn't make a whole heap of sense. So when users would try the product, they would kind of be like, "Oh man, this looks really, really freaking basic." But they saw something in it that unlocked their imagination. Even though it was an insane color scheme and our logo was atrocious, they were still doing things that no other product could do, right? All of a sudden these frontline analysts, who their entire lives they've been told, "Hey, you don't do automation. You don't know how to write code." We're all of a sudden, in a matter of hours, building software that would previously have only been producible by some senior engineer who was a backlog of eight

months. And so there was a lot of forgiveness given to the state of the product just because the outcomes were so unprecedented.

Albert Chou:

If you could, tell us that first, I guess, customer feedback that let you know that it was heading down the path. Because if you're grinding and out, you're by yourself doing this thing, it's a hypothesis you have, often we need that to hear from customers to validate like, "Hey, this hypothesis is true."

Eoin Hinchy:

Yeah, totally. One of our very first customers was a huge Fortune 10, big, big company.

Albert Chou:

Wow.

Eoin Hinchy:

I had gotten the connection through a former colleague of mine who was now running a security team at this big company. They just happened to have a security automation initiative that they were running. As a favor to me, personal favor, my buddy was like, "Hey listen, we're going to be baking off a couple of products. One from a \$60 billion market cap company, one from a 30 billion market cap company, and Tines, which is a one person company with no customers and about \$15 in the bank." And I was like, "Okay, great. This sounds good."

Albert Chou:

That's a great friend. That's a great friend. That's a great friend.

Eoin Hinchy:

Yeah. I mean, he has remained a very good friend and I'm forever indebted to him. Maybe it was naivety or hubris, but I was so confident because these other two products that they were baking off were ones that I had looked at before founding Tines. So I was kind of thinking, "Okay, well I feel pretty good that yes, these products are beautiful and well marketed and have huge teams, but they're kind of crap. If this team is anything like the teams that I've worked in the past, they're going to forgive and overlook the flashiness of these other products and look at the core capabilities."

And so I got involved in this bake off against these three companies, two other companies. The challenge was to try and automate three processes. Whoever could automate three workflows was going to be the winner, right? And whoever could do it in the neatest way, the quickest way was going to be the winner. And so I had no idea how the other teams were getting on with these other products, but I was helping the team that I was working with to try and implement these things in Tines.

And as you can imagine, I had no idea how this product was going to work or if they were going to be able to use it or if the features would work or if these seven building blocks were going to be sufficient. And so I would go down and I'd sit in this company's office and I'd say like, "Okay, well here's how we're going to do this. Here's how I think we should do it." But then I'd have to go so they could do go and work on it themselves. I think it was a Tuesday afternoon. Every Tuesday afternoon throughout that summer, I would go and visit this team and see how they'd be going.

I would've no visibility into what they were producing with Tines or how it was working or so on, but I remember that first week I gave them a little bit of training and then I left. And I came back and I had no idea how it was going to be. I had no idea if they would've built anything. I had no idea if they'd actually implemented it or gotten anywhere with this product because there was no support questions or anything. And I get back, and Albert, not only had they implemented three workflows in a week, they had actually implemented a fourth, right? So they were just like, "Oh my... This tool is so great. I've gotten by this fourth thing."

And I couldn't believe it. I was just like, "Holy crap, this is too good to be true." And I'll never forget that feeling, because as an entrepreneur and as an engineer and as a product person, when you're building tools, and that's what we were doing really, was building tools, you have a vision for how somebody is going to use it, right? If you build, I don't know, a spade or something like that, you have a vision for how somebody is going to dig a hole, right? And you imagine how you're going to use it. But then you come back and you see that someone has done it in a completely different way. It just is so thrilling to see people take these tools and use them in a creative way that you never could have possibly imagined.

Albert Chou:

Right away they're building workflows, they're doing it. You've been quoted in article saying that the mass majority of a security team's job is chasing false positive, that 79% of security teams are actually hindered by the fact that they're just chasing these false positives and [inaudible 00:22:01] automation in place that you could, I guess, unlock or enable them to work on other things. Give us an idea of where the company is today. So currently today, you guys have got some big customers identified on the website. Give us an idea of where the company is and what is I guess the future for you guys?

Eoin Hinchy:

Great question. We've always been a company that's gone really slow and controlled until things felt really good and then we've gone very fast. And so we were five people when lockdown started in March 2020. Today we're a little over 160. We've got folks in 23 states in the US. We've got about 70 people in Ireland and we've got a handful of people in APAC. We've got about 10,000 or so customers using the free version of our product and a couple hundred people using the paid version. We've raised probably about \$95-ish million over the course of the last few years. We're tripling revenue every year for the last few years as well and we're on track to triple revenue again this year.

So I think what's next for us is more of the same, hopefully. I think we've always solved these problems in a very practitioner focused way that'll never change. We're an extremely focused company on what we want to build and how we want to build it. We want to be really, really, really good at one thing, and that's workflow automation. We don't want to be that company that tries to be a single painted glass and do a bunch of stuff that we're not really that good at. So we want to be laser-focused on workflow automation and ultimately continue to make the lives of our customers better. Ultimately, right? Get them working on more impactful projects, get them adding more business value to their companies, making it easier for them to get promoted. And we'll continue to work on features that enable that.

Albert Chou:

Yeah. One of the things that you guys talk about on your website is that you, on average, help a customer automate at least 20 workflows in year one. Give us an idea of how much, I guess, time savings is that. How many hours are involved typically in a workflow? Meaning if you didn't have it automated, how many hours or how much manpower would be in that? And then, of course you do the math after that and to understand how many hours a company is saving by these automations. Because

if automation is one of those things that there's multiple companies in this low-code/no-code, RPA, there's tons of industries now popping up to help get more automations in place, it makes complete sense that security would see the same thing. Give us an idea of how many labor hours are involved typically in a standard workflow.

Eoin Hinchy:

Yeah. So I think again, because it's such a diverse set of use cases that we see, we tend to see a fairly diverse amount of time saved as well. But to give you a general concept, we'll typically see a customer implement in their first use case, their most noisy use case, their most time consuming use case. And that'll typically save about 1.5 head count per week, right?

So let's say 90 hours per week with a single use case. That'll be like their very first one. And you can kind of extrapolate from there. You'll begin to see workflows that aren't quite as time consuming but more impactful, right? So for example, "Hey, this alert may only fire once a year. But when it fires, we need to make sure that it's automated within three seconds." And so there's a kind of slider between amount of time saved and criticality. I think that's how we're a little bit different to RPA or these general purpose automation platforms, is that we're really designed to support not only the low hanging fruit in automation, but also your most mission critical workflows, right? Your security automation, your employee onboarding, your incident response. Our platform is designed to support that. And we can still do your accounts payable and your marketing campaigns or whatever, but really were designed for those mission critical workflows.

Albert Chou:

Yeah, that makes sense. I like it. You're staying in your lanes, staying keeping that focus. For yourself, you've also been on record with different articles talking about the skills gap. And that's something we've covered this month throughout this month about, "Hey, in the world of cyber security, there's a massive skills gap of jobs and people that are qualified to fill those jobs." Do you see Tines as a way to bridge this gap? Are you hearing that from your customers where they're like, "Hey, now that we have this, we're enabling more people to develop these toolkits versus less"? Or give us an idea of how TINES is going to play a part in narrowing that skills gap? Because this is said by many cybersecurity individuals throughout our time at IT Visionaries, people that we've met talking about, "Hey, we have this many jobs, this many people that can do them."

Eoin Hinchy:

I've got a bit of a hot take on this, Albert. And I think that is there a cybersecurity skills gap? Yes, but I think we're framing it all wrong. I don't think it's a shortage of cybersecurity professionals. I think it's a terrible allocation of cybersecurity professionals, right?

Albert Chou:

Okay.

Eoin Hinchy:

If you think about how cybersecurity professionals are doing the work today, and if you're a junior analyst or an L1 analyst or an L1 analyst or an L3 analyst or something like that, you're probably spending 70 to 80% of your time doing the same thing over and over again all day long. If you were to

just automate away 95% of that, you would immediately free up probably 100,000 professionals or 100,000 bodies to go and refocus on higher impact activities.

So I think that yes, Tines will help solve the cybersecurity skills gap, but not in the sense that we're going to reduce the headcount required by security. I just think what we will allow teams to do, and we're already seeing our customers do that, is take these incredibly precious security resources that are well paid, well motivated, educated, talented. Instead of having them focused on this monotonous, repetitive work, have them focus on more impactful work like threat hunting, tuning alerts, working with the business and adding value outside of just responding to security alerts.

Albert Chou:

No, that makes sense. That makes sense completely. For yourself, what are you most, I guess, excited about? The company's growing, you're starting to see your vision come to life right now. What are you most excited about? Do you foresee, for example, more just tons of companies adopting it? Of course there's going to be company growth, people get excited about that. But do you think for yourself, Tines... Because you're learning so much now that you have customers, so many customers using this. Is there going to be that eighth workflow that you need to implement? Give us an idea where you see for yourself personally and for your company in the next five to 10 years.

Eoin Hinchy:

One of the things that continues to be a consistent surprise to me is just how much I'm enjoying being the CEO of the company. I was always a security engineer, a software engineer, a practitioner, and so on. If you had told me when I started Tines four years ago or five years ago that I would love being the CEO of 160 person company, I'm not sure I would've believed you. But I really enjoy leading the company. I enjoy working on product. But ultimately the thing that I enjoy the most is hiring. I absolutely love hiring people who are smarter than me, who are passionate about their jobs, and convincing them to join Tines and then letting them loose on all these really interesting problems that we have within the company as we deal with rapid growth. So I think one of the things that continues to excite me is just bringing more incredibly talented, motivated people into the company and working with them.

In terms of the long term strategy for the company that I'm excited about, I think what we have done up to this with a fairly rough mats is build the skeleton for Tines. So build the outline for what this product can be. We've got our seven action types. We've got our drag and drop canvas. We've got the back end and so on. What we haven't really spent a whole lot of time on is improving the ergonomics of those basic concepts. And so today, Tines still has a little bit of a barrier to entry, right? It's not as significant by any stretch of the imagination of learning how to code or reading API docs. It's much easier than that, but it still requires a little bit of upfront investment to get that payoff further down the line.

So one of the things that we're really, really excited about is just improving the user experience consistently and constantly over time so that eventually Tines is so easy to use that literally anybody at any part of their career, of any age can get value from this product.

Maybe there's a world where actually you don't need to know how to write code, right? Today, if you want to be a software engineer, you have to go and get a degree and learn how to write Python. Maybe in five years time you don't. Maybe you just watch some of our self tutorial videos and go and learn how to build software that way. Because if you think about it, when I was learning how to write code, I learned assembly, right? I learned assembly, and I learned about L1 and L2 cache, and I learned about registers. That was not important. That's all been abstracted away by IDEs and languages and so on. I think there's a world in the future where the concepts of variables and conditionals and methods and

classes is also abstracted away so that more people can write software, more people can be impactful and experience the joy of work ultimately, the joy of creation of software.

Albert Chou:

Well listen, the goal that you're aspiring to, make it so dead simple that anyone can do it, I mean, I think that's one of those Shangri-La goals, that Valhalla, right? Because it's just so hard to get to. And like you said, something can always be made easier, right? There's always going to be a way to make something easier.

I think of all the people that we've had on our shows throughout the hundreds of episodes, everyone talks about simplifying even more, right? No one wants to make anything more complicated than it needs to be. In a world of cyber security where problems and threats keep emerging all the time, I think knowing that something is easy makes your life more palatable for sure. Kind of hits to your misallocation of people. You got too many people doing the wrong things. It makes it maybe less appealing, that's why it seems like a skill gap, but it's not, right? There's probably very smart people that can solve these problems. If these tools can unlock those smart people in these domains, then I think we'll be better off.

Eoin, I want to say thank you for joining us today on IT Visionaries. But before you go, it is time for the Lightning Round. The Lightning Round is brought to us by Salesforce platform, the number one cloud platform for digital transformation [inaudible 00:33:09] experience. Eoin, this is where we ask you questions outside of your world of work so our audience can get to know you a little bit better.

Eoin Hinchy:

Okay.

Albert Chou:

Are you ready?

Eoin Hinchy:

Yes, sir.

Albert Chou:

All right. Back when you were security analyst, what was the scariest near breach of your career?

Eoin Hinchy:

Oh, I've had multiple real breaches, let alone near breaches. So I was the lead responder on the eBay breach in 2013. I was senior director of security at DocuSign when we had a couple of third party data breaches as well. Near breaches, I remember one where our CEO of a company I was working in and I had their email account compromised. We had just caught it in the nick of time before a bunch of really critical data was expelled.

Albert Chou:

So cybersecurity is widely considered a very stressful career. What would you do, I guess the other side, to balance out that stress? What did you do outside of work?

Eoin Hinchy:

This is a topic that's near and dear to both my heart personally, but also to us as a company. We do a bunch of pro mental health exercises within the company for security practitioners and so on. I don't think there's any easy answer for everybody. I think mental health is something that's extraordinarily personal. For me, what works really well is disconnecting from screens and being outside in nature. Whether that means going for a walk, going for a run, taking my kids to the park, have fresh air and being outside is what works for me. But I know it doesn't work for everybody.

Albert Chou:

Besides, I guess, you mentioned playing with the kids, running, walking, do you do anything else? What do you do for fun outside of work?

Eoin Hinchy:

That is my fun, man. No, I think I have a lot of friends. I'm in Ireland. I like to go to the pub and hang out with my friends. I listen to a ton of music. I read an absolute bunch as well. I also have a classic car that I've been trying to restore for about 15 years now it feels like. And so I do a little bit on that as well.

Albert Chou:

Why is it not done? It's been 15 years. What's left to do on the car?

Eoin Hinchy:

I mentioned that there was a lot of naivety in starting Tines, the company. I think there was even more naivety in thinking that I could personally restore a 1966 Volkswagen Karmann Ghia. There was a lot left to do. I'm consistently humbled by my lack of skills as a mechanic. So I think there's a lot still to do, but it's also not something I'm in any rush to finish.

Albert Chou:

What does your family think about this vehicle that is undone?

Eoin Hinchy:

Let's just say they're happy that I'm successful in my job and it's not my full-time career being a mechanic. But I think what they think about it is that, like, "What are you doing? Just pay somebody to go and fix this for you and go and restore it." And I think that's really what they're thinking. But every now and again, I'll take it out for a drive with my wife or something. It's like, "Okay, I forgive you. This is pretty good."

Albert Chou:

That's awesome. Well, Eoin, man, listen, luckily for us, you're better at building software than fixing cars. I think it's great what you're doing. I mean, listen, the low-code/no-code movement is essential. I mean, it seems essential with more and more repetitive tasks entering our workday every single day. I think it's going to unlock a lot of creative freedom and an ability to do other things, more important things. And cybersecurity, it seems like a natural place for this process to enter.

Eoin Hinchy:

This transcript was exported on Nov 07, 2022 - view latest version [here](#).

Totally.

Albert Chou:

Workflows have often been... Automations are often in administrative tasks, financial tasks, so to hear it going into cyber security is really fascinating. I appreciate you joining us today on IT Visionaries.

Eoin Hinchy:

Thank you so much for having me, Albert.