

# AI Reputation Analysis and Signal Evaluation - Tyco (United States Tyco)

## BRAND AI REPUTATION

### Security, Surveillance & Cybersecurity Reputation: Tyco (United States Tyco) (tyco.com)

<https://tyco.com>

Industry: Security, Surveillance & Cybersecurity



REPUTATION LEVEL

## SECURITY, SURVEILLANCE & CYBERSECURITY

### 63.5 Avg Reputation

Based on 370 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Tyco (United States Tyco) has 17.5 points less reputation than the average for Security, Surveillance & Cybersecurity.

## EXPERT VERDICT

Tyco is an enterprise brand house that has clearly moved its marketing to autopilot, evidenced by the 2019-locked press section and the 'review count' discrepancy. It provides high substance regarding hardware existence but 90% fluff regarding service delivery and modern cybersecurity expertise. It is the digital equivalent of a massive, empty corporate lobby.

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## INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The heading fluff saturation is moderate; while H1s like Robust, Scalable, Integrated Enterprise Solutions are pure power-word soup, the H2s often include specific brand names like American Dynamics and Software House. Body substance is anchored in product lists (C-CURE 9000, iSTAR Ultra, Rhino and Cheetah Readers), but lacks outcome-based metrics. The specificity of hardware models is undercut by the generic value propositions between those mentions.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The homepage H1 promises Integrated Enterprise Solutions, but the sub-pages function primarily as a directory for a portfolio of subsidiary brands. There is a noticeable drift in the Cyber Solutions section; the homepage positions this as a core capability, but the sub-pages provide zero substance beyond an email address for reporting vulnerabilities. The promise of global leadership is contradicted by the stale 2019 press release data found on the homepage.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

5

25% Reputation

### DIAGNOSIS: TRUST THEATRE

The metadata indicates a review\_count of 11 to 12 across pages, yet no actual reviews or customer testimonials are rendered in the visible text. This is a classic trust theatre pattern where reviews are captured for SEO/Schema purposes but lack transparency or verification links for the user. With a proof\_links\_count of only 1, the site fails to provide external validation for its 'world-class' claims.

### EVIDENCE: PROOF DENSITY

The ratio of proof to fluff is low. For every specific product noun like 'exacqVision Z-Series,' there are paragraphs of unsubstantiated assertions like 'deep experience in creating converged solutions.' The only verifiable dates on the site point to events that occurred seven years ago, providing evidence of past existence rather than current performance.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site is riddled with industry clichés such as 'peace of mind,' 'safer, smarter world,' and 'see more, do more, save more.' Many sections, particularly Expand Your Security Opportunities and A Valuable Partner, use template language that could be swapped with any competitor's logo without losing meaning. The positioning relies entirely on the scale of Johnson Controls rather than a unique service methodology.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a total expert footprint blackout; the site references 'highly-trained specialists' and 'professionally trained engineers' but provides no names, certifications (CISSP, OSCP), or Person schema. The technical authority is severely damaged by the temporal gap; the 'current' press releases on the homepage are from May and June 2019, making the site's authority appear stale by 84 months as of the June 2026 anchor date.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Tyco claims to offer 'advanced video intelligence' and 'cyber-resilient systems,' but the proof provided is limited to hardware descriptions. There are no case studies or data points showing reduced incident response times or successfully defended assets. The tone is authoritative and enterprise-grade, but the evidence is purely product-catalog grade.

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## INDUSTRY MATCH & SCORE SUMMARY

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### Security, Surveillance & Cybersecurity Reputation: Tyco (United States Tyco) (tyco.com)

Reputation: 46 / 100

#### INDUSTRY CLASSIFICATION

The site aligns strongly with physical security and surveillance hardware. However, it claims to offer Cyber Solutions and Cybersecurity coordination without providing any technical depth, service methodology, or industry-specific cybersecurity jargon from the pattern dictionary.

*"The score of 46 is driven primarily by the high Trust and Proof penalty (15/20) due to invisible reviews and the Identity and Authority gap (12/15) caused by extreme content staleness. While the information density is rescued by specific brand and model names, the marketing surrounding them remains high-level fluff."*

#### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://tyco.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: June 20, 2026

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