



# THE CONTRAST SECURITY COST ADVANTAGE

*"If you go to bed tonight as an industrial company, you're going to wake up tomorrow morning a software and analytics company."*

— Jeffrey R. Immelt, CEO, GE

## EVERY BUSINESS IS A SOFTWARE BUSINESS

Most companies have hundreds to thousands of internal software applications. Applications account for nearly **40%** of enterprise IT expenses.<sup>1</sup>

## SOFTWARE IS THE #1 SOURCE OF DATA BREACHES

Verizon identifies vulnerable applications as **the number #1 source of successful data breaches**.<sup>2</sup>

The average cost per data breach was **\$4 million** in 2016.<sup>3</sup>

## MOST SOFTWARE IS NEVER TESTED FOR SECURITY FLAWS

Why is it that only 10% of software applications are security-tested?<sup>4</sup>

**Conventional testing approaches**—static, dynamic and manual—are inefficient and ineffective, requiring a huge investment in experts performing manual tasks. These approaches become so expensive that only the highest priority apps are ever tested for security flaws.

## IMAGINE TESTING YOUR ENTIRE SOFTWARE PORTFOLIO...

It's time for a new approach to application security testing. Contrast Security empowers every application to analyze, enforce and communicate about application security.

Contrast's patented technology helps developers find and fix software security flaws early in development, when they are easiest to remediate.

## ...WHILE STILL CUTTING COSTS

**Eliminate over 60%** of the annual cost to secure applications by using Contrast Assess.<sup>5</sup>

Contrast makes software continuously self-protecting so it can defend itself from vulnerabilities during development and attacks at runtime, across the entire application portfolio.

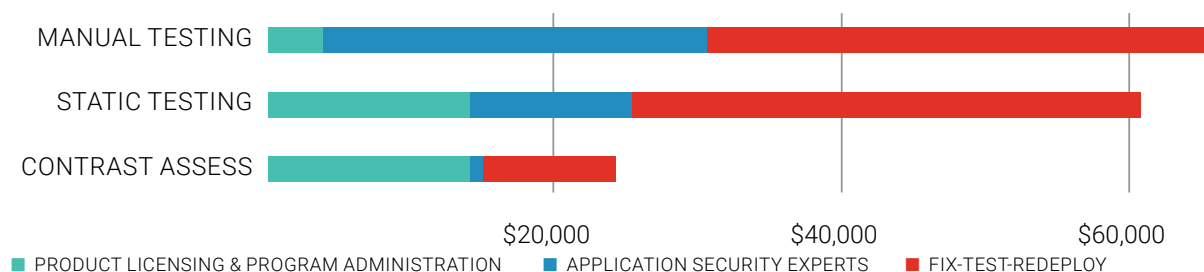
## LEARN MORE

For a more detailed cost analysis, read the Whitepaper, [The Contrast Assess Cost Advantage](#) available for download by clicking here.

## CONTRAST IS MORE COST EFFECTIVE BECAUSE...

**Testing late in the development cycle adds project delay and cost.** After waiting days or weeks for a manual code review or static test scan, developers must go back and rid their code of security flaws. The red bars in the chart below show the cost of this Fix-Test-Redeploy stage. Contrast helps developers discover and fix vulnerabilities during development, when the code is still top of mind, and more cost-effective to fix.

**Application security experts are expensive, costly and hard to find.** The blue bars in the chart below show the cost of employing application security experts to undertake manual code reviews, or manage false positives generated by other test methods. Contrast reduces dependence on application security experts. Contrast Assess is **automated and accurate**, with an exceptionally **low false positive rate**.<sup>6</sup>



This chart shows the annual cost to secure one application<sup>5</sup>. You can see why most companies using Manual Code Reviews or Static Testing only test about 10% of their applications.

## WHAT SETS CONTRAST APART

### Continuous Accuracy

Contrast delivers **highly accurate results**, with very few false positives.

Contrast provides **instant and continuous results** to the people that need the information. Development teams can identify vulnerabilities within seconds of introducing them. Flaws can be fixed immediately, even before code is committed, when cost is lower.

### Scalability

Contrast **works in real-time and in parallel** across an entire portfolio of software applications. Security testing is embedded within each application so as each application runs, it self-assesses.

### Efficiency

Contrast agents monitor code and report from inside the application, so developers can finally discover, fix and protect their own software without relying on security experts. This efficiency speeds up software development, and frees up application security experts to focus on the hardest problems.

### Learn More

Read the whitepaper, [The Contrast Assess Cost Advantage](#), or reach out to our sales team by calling 888.371.1333 or email: [salesinfo@contrastsecurity.com](mailto:salesinfo@contrastsecurity.com).

1 Source: Apptio, "IT Economics Insights. Unpacking the Application IT Tower"

2 Source: 2016 Verizon Data Breach Investigations Report

3 Source: 2016 Ponemon Institute Cost of Data Breach Study: Global Analysis, June 2016

4 Source: Prospective Contrast customers

5 Example pricing based on \$10,000 per application per year. Exact pricing varies by volume of applications licensed per year.

6 Source: [OWASP Benchmark Project](#)