

Corporate Backgrounder

Cenzic, Inc.

Business and governments increasingly rely on Web-based applications to interact with their customers and partners. These Web applications contain many security vulnerabilities making them ideal targets for attacks. These ever-present security risks enable the Web's relentless exploitation by hackers.

As the only stand-alone provider of dynamic, black box testing of Web applications, Cenzic addresses these security risks head on by detecting vulnerabilities for remediation in order to stay ahead of the hacker curve.

The winner of numerous industry awards, Cenzic provides software and SaaS products to protect Websites against hacker attacks. Built from the ground up on a completely different technology backbone than its competitors, Cenzic goes beyond signature-based tools to find more "real" vulnerabilities. And it is the only company to provide continuous testing for all Web applications across the Software Development Lifecycle (SDLC), including ones in production through virtualization and/or safe testing. Cenzic's approach results in organizations being able to truly stay on top of unrelenting security threats while building the most secure, future Web applications possible.

Web Application Risk Today

Due to the open nature of Web sites, hackers are increasingly exploiting the same interfaces that consumers use to perform their Web transactions.

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The average cost of a data breach is **\$7.2 million dollars**”

Ponemon Institute – March 2011

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75% of Internet attacks are now happening through Web applications”

Gartner Group

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89% of victims subject to PCI-DSS had not achieved compliance (+10%)”

Verizon Business Data Breach Report – April 2011

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286 million new threats in 2010”

Symantec Internet Security Report – April 2011

The Cenzic Solution

Unlike first generation application security companies who use signature-based solutions, Cenzic provides customers with an “auto-discovery” solution across the enterprise. In doing so, security experts, QA professionals, and developers alike can easily and quickly identify how many applications they have, which of those apps have been tested and then quickly find the most pressing vulnerabilities. This in turn enables them to prioritize the fixes, allocate resources and integrate application security in their software development lifecycle for future application development. Cenzic’s enterprise-wide approach allows everyone in an organization, tasked with security, to build state-of-the-art security into their applications.

Cenzic offers clients a choice of either Software or SaaS products or both. You can choose to have your Websites scanned by Cenzic security experts remotely (SaaS) if you are lacking internal resources, or do the assessments yourself (software). Some people choose a hybrid of both software and SaaS as they want to deploy in-house software but need to supplement their resources due to the volume of Web apps needing testing. This hybrid solution offers the ultimate flexibility in managing your Web application risk, as IT resources and security knowledge are ever-changing.

Cenzic Product and Professional Service Portfolio

Software	SaaS	Professional Services
<p>Cenzic Hailstorm Enterprise ARC</p> <p>Enterprise software product that tests Website security. Supports security risk management throughout the SDLC using a role-based & scalable architecture, with results via a Web dashboard.</p>	<p>Cenzic ClickToSecure Managed</p> <p>Managed service offering where Cenzic security experts remotely perform full vulnerability testing on your Website. Ideal solution for companies with limited budget and/or resources.</p>	<p>Assessment Methodology</p> <p>Get an assessment of your Web application security processes in just 3 days from Cenzic’s highly skilled security team.</p>
<p>Cenzic Hailstorm Professional</p> <p>Desktop version of our software suite that’s designed for the power user to run their own Website security assessments.</p>	<p>Cenzic ClickToSecure Cloud</p> <p>Full SaaS offering that allows users to test their own Websites for basic attacks & receive actionable results all within their own Web portal. No security expertise needed.</p>	<p>Training</p> <p>Product and application security training courses for both introductory and intermediate levels. Classes are taught as instructor-led or self-paced via CBT.</p>
<p>Hybrid Solution</p> <p>The combination of both software and SaaS offerings allow customers to run their own vulnerability assessments (using software) as well as leverage Cenzic’s security experts (using ClickToSecure Managed SaaS) to perform additional tests when volume increases.</p>		

Key Customer Benefits

1. Company brand protection
2. Compliance assurance for PCI and other regulations
3. Improved assurance against hacker attacks
4. Development and testing costs are reduced
5. Faster time-to-market for internally developed applications

Cenzic Technology

Cenzic's technology goes beyond a signature-based approach by emulating a true hacker with its Stateful Assessment™ approach that maintains the state of the application while attacking the application at the browser level. This approach allows Cenzic to find all critical vulnerabilities including application logic tests such as session hijacking, strong passwords, privacy policy validation, etc. on top of all the core vulnerabilities like XSS, Buffer Overflow, SQL Disclosure, and others. Furthermore, only Cenzic solutions can test for vulnerabilities across all types of applications including commercial and proprietary applications, Web infrastructure and across all stages of a Web application.

With its recent product release, Cenzic is the only company that allows organizations to test deployed Web applications using virtualization through integration with VMware.

This dynamic, behavioral based approach (black box testing) has made Cenzic the most accurate in the industry, yielding fewer false positives and finding more "real" vulnerabilities.

Market, Customers and Partners

Cenzic targets government agencies and Global 2000 corporations who are using the Internet to execute key business functions and have large internal development groups. Many of Cenzic's customers today are from the financial services, e-retail, technology and government sectors.

Cenzic has partnered with leading edge companies to provide customers with a complete solution for the software development lifecycle (SDLC) including VMware for Virtualization, HP (Mercury) for Q.A., Borland for development, and Bugzilla for bug tracking.

Awards

- Hot Company Finalist (Networks Product Guide, 2011)
- On Demand Top 100 Award (AlwaysOn, 2011)
- Jolt Product Excellence Award (Dr. Dobb's Jolt Awards: Security Tools, 2011)
- Best Web Application Security Solution (InfoSecurity Products Guide, 2011)
- Stevie Award Finalist (American Business Awards, 2010)



Cenzic Differentiators

What makes Cenzic unique in the market place amongst dynamic (black box) scanners?

- **Accuracy With Broad Coverage**
 - Our Stateful Assessment technology provides the highest accuracy rate with the most comprehensive attack library
 - **Benefit:** Wider coverage of all types of vulnerabilities with minimal false positives and negatives
- **Integrated Product Suite: Software + SaaS**
 - Can transfer effortlessly between on-premise and SaaS options, or use the combination of both
 - **Benefit:** Flexible, integrated options for fast results & little budget
- **Enterprise Level Scalability**
 - Cenzic can test an unlimited number of web applications (breadth and depth)
 - **Benefit:** Ensures the strongest web security profile
- **End-To-End Security Solution**
 - Cenzic partners with leading security vendors (WAF, Remediation, etc.)
 - **Benefit:** Comprehensive web application security offering that allows you to detect vulnerabilities as well as block and fix them
- **Unparalleled Support**
 - Cenzic responds to customer needs within 24 hours
 - **Benefit:** Fast response to product issues; no hidden agenda to sell you other software / hardware

Management Team

The Cenzic Management team consists of experts in the fields of security, enterprise software development, marketing, sales and finance.

John Weinschenk, General Management

John has held leadership positions in both technical and business divisions at VeriSign, TransIndigo, Entegry, HAL and Unisys.

David Ferguson, Head of Finance & Administration

David is a financial executive with a background in establishing effective operational infrastructure at Circle Medical Devices, Dorado, and Teach.com.

Glenn Gramling, Head of Sales & Business Development

Prior to joining Cenzic, Gramling served as SVP of sales and marketing for Infogain, a midsize global IT consulting and outsourcing firm. He previously served in various marketing and business development functions during a 15 year tenure at Hewlett Packard.

Mandeep Khara, Head of Marketing

Mandeep possesses technical and business cross-functional experience with large, mid-sized, and start-up companies including VeriSign, Maaya, UCMS, Embarcadero Systems, and Hewlett-Packard.

Tyler Rorabaugh, Head of Engineering

Tyler possesses wide-ranging technical experience at large-scale military defense systems, SaaS applications, and network based appliance solutions. He's led several startup companies, including one that ArcSight eventually acquired.

Investors

Cenzic is funded by Advanced Technology Ventures, Hummer Winblad Venture Partners, JK&B Capital, Mohr, Davidow Ventures, and Symantec Corporation.

For more information please contact Cenzic at request@cenzic.com or call **1-866-4-CENZIC** (1-866-423-6942).