

# Website Vulnerability Assessment Q4 2009 – An EMA Radar Report™ Vendor Profile

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October 2009



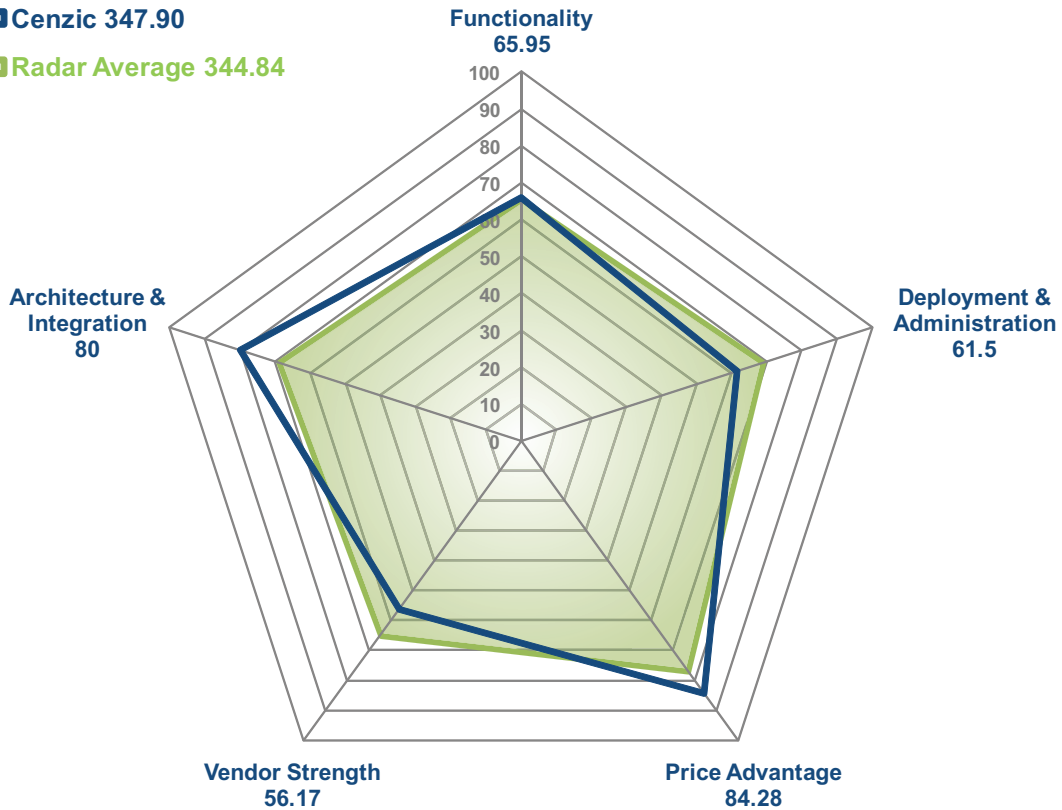
## Cenzic Hailstorm version 6



**Best Security Team Focus**  
Web Application Security Products Q4-2009

■ Cenzic 347.90

■ Radar Average 344.84



- Functionality:** Cenzic rounded out the average of the functionality category. On the one hand, Cenzic has done very well to maintain a security focus in their Hailstorm line, and they have done well to include some major innovations. However, these innovations have not necessarily been industry changing, thus, their functionality will likely meet the needs of any particular client but do not necessarily define the needs of the industry.
- Deployment and Administration:** Cenzic suffered a little bit in the Deployment and Administration category primarily because their model typically requires a good amount of user intervention in implementation. While the integration of their SaaS and non-SaaS capabilities is incredibly useful, it does require user support in order to get the functionality properly running.

- **Architecture and Integration:** Cenzic did well in the Architecture and Integration category because their product is highly extensible and extremely flexible in meeting customer needs. Beyond open-sourcing all of their vulnerability checks, Cenzic also utilizes a distinct SaaS/Non-SaaS model integration.
- **Vendor Strength:** Cenzic took its biggest hit in vendor strength. While Cenzic does hold a strong, loyal following, they do not hold the market share or brand recognition of an IBM, HP, or McAfee. Furthermore, they lack strong evangelism in the way that WhiteHat currently does.
- **Pricing:** Cenzic fared well in the pricing category because their product is very fairly priced when compared to the capabilities that one gets with the purchase of their product.

Cenzic is a strong but often overlooked competitor in the WVA market. At the time that HP and IBM acquired SPI Dynamics and Watchfire respectively, Cenzic was largely recognized as the third player in the WVA market. However, due to a lack of “hacker evangelization” and early capture of market share, many did not recognize Cenzic as a leader. What Cenzic lacked in recognition, however, it made up for with product focus and quality.

Cenzic has come on strong in the WVA market by maintaining that focus and quality while other major players have been stretched into other areas such as product integration. Cenzic’s focus on meeting the needs of security teams has made them an obvious and attractive choice for these users. However, the benefits of Cenzic products extend beyond just security teams. Cenzic delivers capabilities for interoperation between security teams and development teams through a highly granular management interface. This allows organizations to develop enterprise processes that integrate security at several levels of the SDLC.

In focusing on IT security teams, Cenzic has developed a platform for integrating WVA capabilities. IT security teams rarely work in a silo. It is imperative for these teams to not only assess for vulnerabilities but also to provide a platform for collaboration with developers and QA professionals to work together to enhance the security posture of Web applications. Cenzic has long strived to be the best at delivering a single solution that does just that.

As a result, Cenzic has created one of the most innovative products available on the market. The company’s distinctions include capabilities for collaboration and a forward-thinking method for assessing applications in production as virtual machines. Furthermore, Cenzic offers a hybrid approach between its SaaS, desktop, and server-based solutions to provide flexibility in implementation to its customers. The capabilities, flexibility, and focus of Cenzic make it a viable alternative to any of the leaders in WVA. This is especially true in areas where customers feel their vendor capabilities have not met their needs or are not showing the promise of advancing alongside the threat environment.

Concerns for Cenzic typically revolve around the status of the company. As a venture-backed firm, Cenzic does not have the deep pockets or industry stature of an HP or IBM. Furthermore, despite partnerships such as Cenzic’s partnership with Armorize, as a small company Cenzic does not possess the capabilities to integrate their products across a broader portfolio in the manner that HP and IBM currently do, which makes up-selling their offerings difficult. Of course, this can also be seen as a positive as the company’s focus on security relevant topics would seem more on point. Finally, Cenzic as a company has gone to some lengths to avoid allowing others to leverage their product in OEM agreements, which makes Cenzic a prime target for acquisition. This may be an expectation as well as a concern to both existing and potential customers.

## Strengths

- **Focus:** Cenzic is one of the remaining pure-play WVA vendors that has avoided straying from a primary focus on IT security. As a result, Cenzic has created solutions and service offerings that directly appeal to customers looking to accomplish security goals first and foremost. As its market recognition increases, more customers are likely to bring Cenzic to the table as a result of this continued focus.
- **Product Flexibility:** Cenzic has not only created products with multiple deployment options, they have also intelligently integrated those options. As a result, Cenzic offers a hybrid approach to WVA that integrates capabilities for SaaS, desktop, and server based solutions. This appeals to customers who are forced to work around difficult policies, infrastructures, or timeframes for deployment.
- **Product Strength:** The focus of Cenzic has made its product very strong. The product boasts high-level capabilities in the arenas of assessment and reporting. Cenzic makes one of the best reporting platforms that integrates a number of capabilities, including extremely granular access controls to deliver a platform for collaboration among disparate teams. The strength of its assessment engine further speaks to the overall quality of Cenzic's flagship product, Hailstorm.
- **Innovation:** Although Cenzic is a smaller firm, size has not kept it from creating distinct market innovations. Cenzic utilizes virtualization technology to replicate Web application environments for production testing. This allows vulnerability assessors to accurately test a production application with the harshest attacks, without affecting production environments. This is a distinct and often overlooked capability that, if properly implemented, addresses a number of concerns related to any vulnerability assessment strategy.
- **Partnerships:** Cenzic recognizes areas where they are weak in terms of product completeness. In these areas Cenzic typically partners. As a result Cenzic has entered into a number of advantageous partnerships, particularly in application protection and source code analysis. Currently, Cenzic leverages a powerful relationship with Armorize to deliver both WVA and White Box source code analysis.
- **Open-Source Model:** Cenzic utilizes an open-source model for their assessments. This allows customers to view exactly how particular assessments occur and allows the customer to customize the application to fit their environment. This is an important power user feature.
- **Targeted Marketing:** Cenzic has several plans and options specifically crafted for different WVA target markets. These offerings exemplify Cenzic's efforts to stay in touch with the community they wish to sell to. Furthermore, this allows Cenzic to ease the burdens of new technology purchases for potential customers.

## Weaknesses

- **Company:** Cenzic does not enjoy the financial backing or market strength of IBM, HP or McAfee. It is very difficult for Cenzic to compete with these companies when Web application security is part of a larger potential customer strategy such as application quality. Furthermore, Cenzic is vulnerable to a pricing battle should IBM, HP, or McAfee begin to offer WVA capabilities at a heavily discounted price in order to eliminate smaller competitors. However, with twenty straight quarters of growth, it must be recognized that Cenzic is by no means weak.
- **Horizontal Integration:** Due to the fact that Cenzic is a pure-play company, integrating horizontally into areas related to application development and application protection can be difficult. This sets a limit on where Cenzic can up-sell customers who may not have been thinking about Web application security as part of their larger application strategy.

## About Enterprise Management Associates, Inc.

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