

How a Rapidly Growing SaaS Provider Turned Security Validation Into an Enterprise Sales Win

ABOUT THE COMPANY

LOCATION

Washington

INDUSTRY

SaaS

EMPLOYEES

350

About the Client

They were operating in a regulated industry, handling significant volumes of sensitive personal and financial data. With rising customer expectations and compliance pressure, strengthening application security became essential. After completing an external network penetration test, they faced a new challenge: an enterprise prospect required deeper validation before moving forward.

The Pressure to Close an Enterprise Deal

Securing an enterprise customer represented a major revenue opportunity. However, the prospect required an authenticated penetration test across both core applications. Without this validation, the deal would fail. Our client's internal security team needed fast turnaround and enterprise-ready reporting. They sought a penetration testing provider who could not only identify vulnerabilities but also provide assurance and guidance to their enterprise client.

How Software Secured Helped Meet Enterprise Security Standards

Recognizing the importance of the situation, they engaged Software Secured, a leader in penetration testing and security assurance. Software Secured went beyond traditional testing by actively collaborating with both the SaaS company and its potential client to address security concerns head-on.

1. Establishing Trust and Setting Expectations

To ensure alignment, Software Secured organized a call with the enterprise client directly. This session clarified the penetration testing approach, scope, and methodology, offering the reassurance the enterprise client needed.

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ABOUT SOFTWARE SECURED

20%
of all vulnerabilities
are critical or high

26
vulnerabilities on
average per
pentest

3X
more vulnerabilities
found than the
leading competitor

2. Conducting a Comprehensive Authenticated Pentest

Software Secured swiftly executed an authenticated penetration test, focusing on, but not limited to:

- **Role-Based Access Control (RBAC) Testing** – Ensuring proper permissions and preventing privilege escalation.
- **Business Logic Testing** – Identifying workflow flaws that could be exploited.
- **API Security Assessment** – Checking for improper authentication, data exposure, and injection vulnerabilities.
- **Session Management Analysis** – Evaluating session handling to prevent hijacking attacks.
- **Multi-tenant Boundaries** – Ensuring that enough security controls are built to safeguard each tenant's data.

During the process, there was much collaboration to ensure a comprehensive pentest was performed. There was a quick turnaround to ensure that patches for all security gaps were applied. This was all thanks to Software Secured's fast communication through [Portal](#) and [Slack](#).

"Software Secured's penetration test approach not only helped us mature our product security, but their remediation guidance and sales support helped us strengthen our security culture across the development and business teams."

Head of Engineering

3. Providing Business-Driven Security Assurance

Beyond technical testing, Software Secured helped translate security findings into business-relevant insights. They provided clear explanations and risk assessments that could be presented to the enterprise client, bridging the gap between security requirements and business success.

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"Software Secured's Sales team not only assisted our technical leadership in understanding our client requirements, but they also helped us navigate a complicated deal with the most stringent security requirements we've been asked for, resulting in a closed won of a key logo, 5x our average contract value. A true partner in security and business."

COO

The Outcome: Security as a Sales Enabler

Thanks to Software Secured's swift and strategic approach, the enterprise deal was successfully closed. The penetration test not only satisfied the client's security requirements but also enhanced the SaaS Provider's reputation as a security-conscious organization. The benefits included:

- **Deal Secured** – Security investment transformed into direct revenue.
- **Reduced Risk** – Identified and remediated vulnerabilities before they could be exploited.
- **Competitive Advantage** – Strengthened market position by demonstrating security maturity.

Why CTOs Choose Software Secured

For CTOs looking for a penetration testing partner, Software Secured offers more than just reports. They provide actionable insights, client engagement, and business-driven security assurance. This case study demonstrates how security investments can directly contribute to business growth. By choosing Software Secured, companies can build trust with enterprise clients and secure their market position in an increasingly security-conscious landscape.