

# HOW TO USE AI PENTESTING TO UNBLOCK ENTERPRISE SECURITY REVIEWS

 LAVENDER

## LOCATION

New York

## INDUSTRY

Software  
Development

## EMPLOYEES

100-150

## CUSTOMERS

Twilio  
Clari  
SaaStr

Lavender is a fast-growing sales-tech company. They use AI-powered coaching to help sales teams send more effective emails. Lavender was ready to scale into enterprise accounts and pursue its next round of funding, but lengthy, complex security reviews created a bottleneck. It slowed deal momentum and pushed revenue further into the future. Product adoption was strong, but to raise their Series B, Lavender needed to prove they could win enterprise business at scale.

## Security Maturity to Unlock Enterprise Deals

Security maturity is a key factor in enterprise sales success. For Lavender, enterprise deals were slowing during security reviews. This delayed the revenue needed to hit fundraising goals. In addition, past audits had left Lavender with heavy remediation burdens.

**Lavender was looking for a security partner who could accelerate their security due diligence and withstand the expected scrutiny.**

Software Secured delivered a low-friction, fully manual pentest led by full-time Canadian security engineers, with specialized testing focused on AI risk. Throughout the engagement, Lavender had direct access to the team via a dedicated Slack channel, along with ongoing remediation support to accelerate fixes and eliminate blockers. All findings and progress were managed through Portal. This helped build confidence among both engineering and leadership. As a result, Lavender was able to scale its AI product without adding new security controls. They accelerated revenue while advancing key compliance milestones.

## Painless Pentesting built for Speed

Software Secured provided comprehensive security testing and a straightforward remediation process. The engagement was predictable, lightweight, and aligned with Lavender's rapid development cadence.

Engineering described it as "all painless". They highlighted fast remediation, direct communication, and clear guidance, without slowing product velocity. This was a welcome contrast to other vendors.

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The low-friction collaboration reinforced trust and supported rapid iteration without slowing the rollout of the new AI product.

## Eliminating AI Security Hesitation for Enterprise Buyers

VSoftware Secured brought the AI attack-surface expertise Lavender needed to address the one question enterprise security teams fixate on:

“Is this AI-powered system safe for large-scale deployment?”

The AI pentesting helped:

- Confirm the resilience of AI-assisted product components
- Clarify exposure points and strengthen defenses
- Eliminate unknowns slowing down the buying process
- Reduce AI-related objections from security stakeholders

AI became something Lavender could confidently stand behind in enterprise conversations.

## Security Validation for Product-Led Growth

Lavender’s priority was ensuring that fast-moving, AI-driven development didn’t introduce risks. After partnering with Software Secured, security shifted into an enabler. This allowed Lavender to prepare for HIPAA and ISO certification without adding headcount or reworking core controls.

At the same time, the team was pursuing the SOC 2 Gold Standard (12-month audit). With security debt reduced and validation in place, engineering could focus on compliance without slowing product velocity or stretching resources thin.

This validation strengthened sales conversations, reduced time spent on credibility checks, and enabled Lavender to move faster with confidence. The team expects future audits to run smoothly and require less remediation.

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## Sales Velocity and Investor Confidence

Because enterprise objections dropped and due diligence timelines shortened, revenue accelerated. Tangible outcomes:

- AI product growth with no added security overhead
- Faster movement through enterprise security reviews
- Progress toward Series B strengthened through enterprise-ready trust signals.

Lavender improved both operational efficiency and market credibility. They gained momentum precisely where it mattered most for fundraising.

The strength in Lavender's security framework enabled speed without compromising safety or trust. In parallel, progress toward a 12-month SOC 2 audit strengthened sales conversations, increased confidence with enterprise buyers, and helped sustain momentum.

Lavender has since gained investor confidence and is well on their way toward their Series B milestones. This shift is expected to accelerate enterprise evaluations, reduce friction in security reviews, and open more deals as Lavender scales.