Holiday season is the best time of the year for online shoppers to make use of online deals and avail discounts. But at the same time it provides immense opportunities to hackers to target vulnerable retail websites and applications and gather a large amount of customer data altogether. This year, experts in the IT industry have advised developers and operations teams to take appropriate measures to conduct desktop and mobile app security testing for the holiday season sales.

Organizations are so focused on increasing the functionality of their web and mobile applications during holiday season that they ignore the importance of security testing, thus putting it aside in favour of extra features for holiday sales. But if an application is hacked or a website faces a DDoS attack, these features may not even be used. The concept that potentially insecure application features should be preferred because they generate revenue while security testing does not is particularly dangerous for long term profitability of a business.

According to Michael Butt, Senior product marketing manager at BigPanda, businesses need to plan the course of action for DevOps during peak times like Cyber Monday and Black Friday. Developers need to practice desktop and mobile app security testing to validate the security and stability of applications because unplanned stress on the systems with eventual exposure to cybercriminals is the real threat. In case developers are unable to do that, it can create fear among the customers who may think that using their platform may be unsafe and leak out their personal information.

The rise in use of mobile applications specifically for the purpose of ecommerce has opened new means for hackers to gain benefit from exposed risks. Many businesses, though, outsource mobile app development to outside application vendors that do not consider mobile app security testing as a priority and increase hacking chances. If development teams of the outsourced third party do not clearly define security requirements in the first place, the developed application will eventually lack security controls and in turn put the contracting organization at risk.