NORDIC DEFENDER
Modern Security Solutions Provider

Next-Gen Pentest As a Service Return on Investment

35% Less Cost

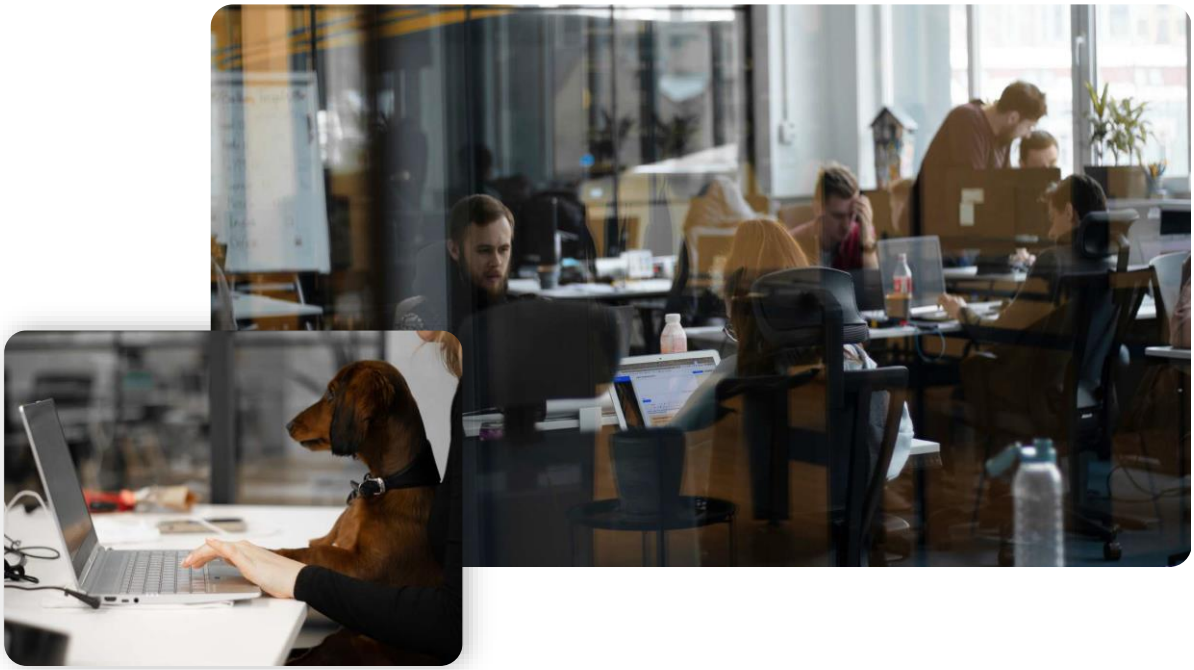
350% Higher

ROI

Table Of Content

Nordic Defender AB

Nordic Defender AB founded 2019 as the first crowd-powered managed security solution provider in Gothenburg, Sweden by a group of senior cybersecurity specialists to address cyber world issues including skill and talent gaps, complexity of security, and the lack of centralized security solutions.



For us, this isn't a job - It's a lifestyle. And this lifestyle has led to some of the best work on the market! We take pride in the fact that we are the first company in our industry to have created a crowd-powered MSSP that brings together offensive and defensive cybersecurity solutions.

Our Clients

zefec · AVEIDEC · stratasys · PROPLATE · esportal
reFitness · QUICKCHANNEL · PRAKTIKERTJÄNST · ADNAVEM
outnorth · Hertz · LeadPilot · Allevi
clavister · NOW INTERACT · EPULZE · ABILIA
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Overview

This document provides you with a deep comparison between traditional penetration testing services and Nordic Defender Next-Gen Pentest as a Service (PTaaS) ROI. Performance, efficiency, and pricing will be taken into consideration. Furthermore, we will get into more detail and explain how Next-Gen Pentest works, what features it provides, and what feedback we have received. Lastly, we will analyze the ROI of Pentest as a Service (PTaaS) and give you detailed information about how much you can save in your investment.

Next-Gen Pentest vs. Traditional Pentest

Traditional Pentest and Its Shortages

Going with industry standards, in traditional penetration testing, usually, **60%** of the test is conducted using different automatic scanning tools, while the ethical hacker conducts the rest **40%.** The pentester will eventually generate a report filled with a summary of the findings. In most cases, around **15 valuable vulnerabilities** are found. This makes traditional pentests time-wasting, cost-ineffective, and resource-demanding.

In traditional penetration testing, effective communication with the ethical hacker becomes nearly impossible because they will be assigned to other projects and will not be responsive anymore. Moreover, the client needs to **pay each pentester separately** and wait for the results. So, the combined time period will be much longer and it will be more expensive. Also, the preparation time of the ethical hacker before starting the tests will be taken into account.

Pentester with Limited Expertise

The client will have to wait in queue for **weeks** or **months** in traditional penetration testing, which can have serious repercussions on the productivity of the client. Also, traditional pentesting provides you with **only 1–2** pentesters with limited expertise. Sometimes, this requires the client to pay an additional fee to a separate service to **validate** the remediations.

Next-Gen Pentest

Knowledgeable Pentester

Now that we have elaborated on traditional penetration testing, it is time we take a look at Nordic Defender Next-Gen Pentest as a Service (PTaaS).

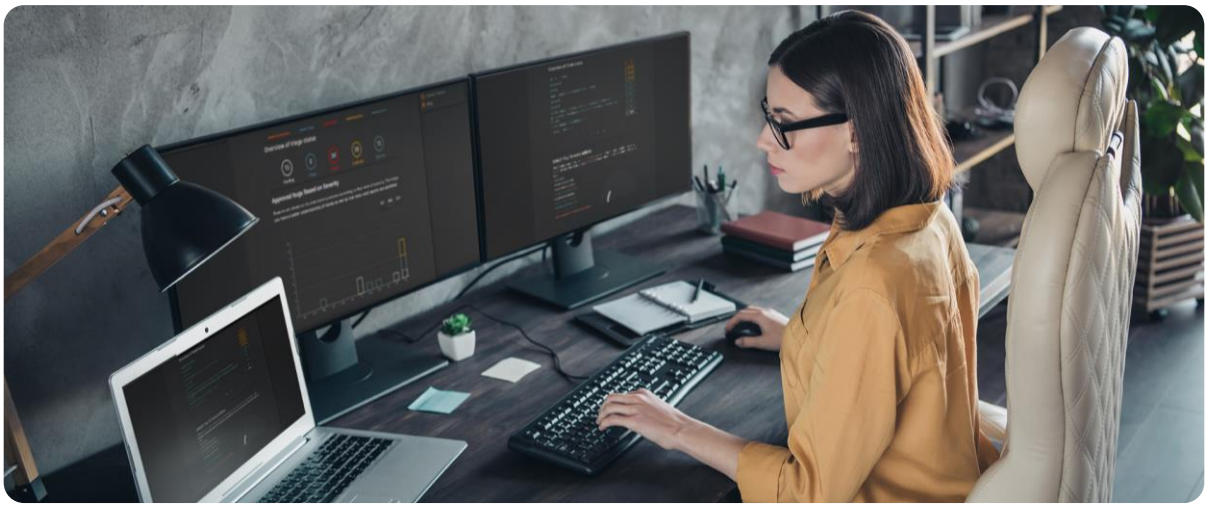
Moderators

Nordic Defender Next-Gen Pentest provides you with a **minimum** of **3–5** pentesters and 1 or 2 moderators. Testers conduct all tests themselves—they do **90%** of the process **by hand** and the rest 10% with scanning tools. The whole process takes approximately **120** hours (360, considering that 3 testers are used at least) and you only need to invest a total of **€150 per hour** considering all testers and the moderators.

When one of Nordic Defender's pentesters finds a vulnerability and creates a report for that on the fly—including how it was found, what would happen if it was exploited, a guide on how to patch it, and a snap of the vulnerability as a Proof of Concept (PoC), the report is handed over to the moderators in the **triage room**, who recreate the steps for validation and verification of the bug and its severity.

Note that 3 ethical hackers mean 6 eyes, not 2 as in a traditional test. That means there will be the chance of finding more valuable and **critical vulnerabilities** in comparison to the traditional approach.

The report is accessible to the client in the Nordic Defender platform which enables them to take action on the fly. When a vulnerability is patched, the client can communicate directly with the ethical hacker and/or moderators to ask for **re-testing** of the path for validation.



Using ethical hackers from the crowd, we will always have the resources for projects with which we haven't been in touch before. All individuals are unique with their **unique skills**; therefore, we are able to tailor every single test to every single client out there.

This enables clients to achieve maximum ROI and save significant money in their investments.

Roles

In the Nordic Defender Pentest as a Service, you will have the whole team by your side. The following roles will be designated to the relevant experts:

- **1 Key Account Manager who will assist and follow up with the client throughout all stages in managing the payout distribution, tax form completion, and any other communication related to the project.**

- **1 Technical Account Manager who assists in setting up, launching, and managing the client's programs, holding educational platform sessions, assisting in test scope validation, rules, and policy definition, proper skill selection, and intelligent communication with machine learning for skills matching.**

- **Triage room with 1 or 2 dedicated Application Security Engineers who will triage/validate all submissions, filtering out duplicates and known issues. They improve the report quality and provide accurate remediation steps, best practice methodologies, and coverage checklists.**

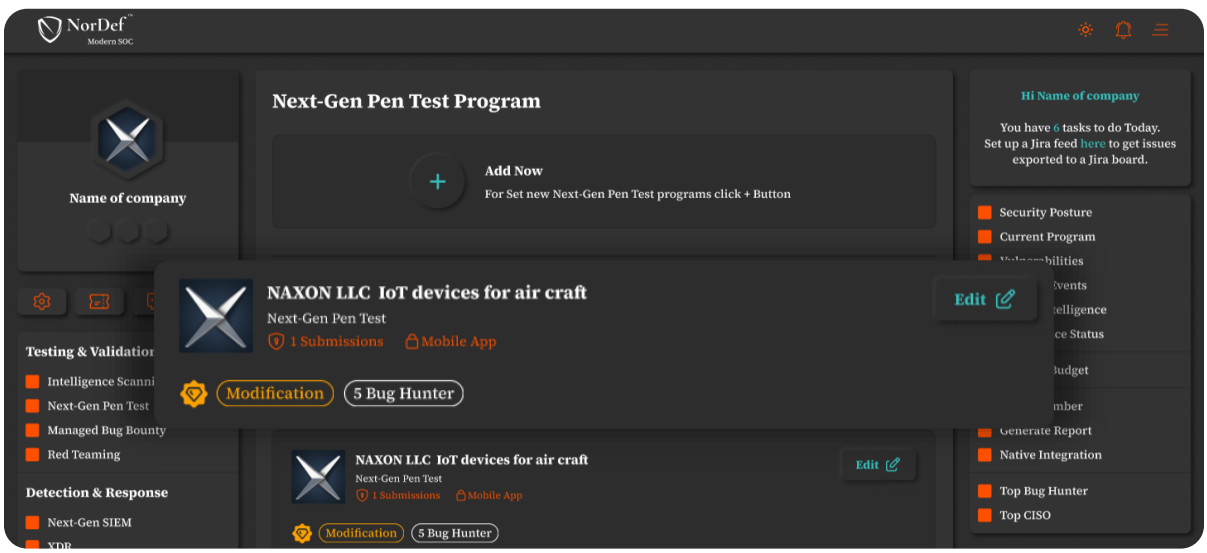
- **A minimum of 3–5 dedicated pentesters who work simultaneously on the testing project.**

How It Works

There are many different methods of Pentest out there, and depending on the selected method, there will be some stages to it. You **do not need** to be afraid of technical details if you are not a technical person. Nordic Defender's team will assemble everything according to your needs and detailed technical assessments. Keep reading to understand how it works in more detail.

Launching Nordic Defender's Pentest as a Service is really a piece of cake for organizations; easy, exciting, and promising. It does not matter what the size of your company is, how mature your security posture is, or even if you have a security team or not; everything will be handled and guided by our team.

Everything starts with a friendly meeting; your dedicated **Key Account Manager** will evaluate your security maturity state, available resources, and desired service based on the information you provide about your application's technology stack.



Then, the dedicated **Technical Account Manager** will come into play for more specific scope definition and onboarding education. From this point on, they will take care of all the steps, set up your company profile, invite all of your team members into the platform, launch your program at your desired time, and assign the right expertise to your project.

Then, a team of minumum of 3–5 excellent certified and extremely vetted pentesters which we call Champions will simultaneously and dynamically work on your testing project, and in **less than 8 hours**, you will receive submissions of various types and severities in the platform's dashboard in real time.

However, that is not all! Alongside the pentester team, 1 or 2 dedicated Application Security Engineers—also known as Moderators—will work on the received submissions. They will act as dedicated customer support to validate all submissions, filter out duplicates and known issues, improve the report quality, and provide accurate remediation steps.

So far, we have talked about the whole human chain that the customers have by their sides in the testing procedure, but let's take a look at the whole package. All of the above actors are working and delivering results through a single, **all-in-one** platform.

All results are delivered through the platform in **real time**. The security, development, product owner, and IT infrastructure teams can directly interact with champions and moderators in the platform. Furthermore, you can use our well-designed **JIRA** and **GitHub** integration feature so that you can be more productive and efficient. You can also access live and historical reporting modules during the project and after project completion.

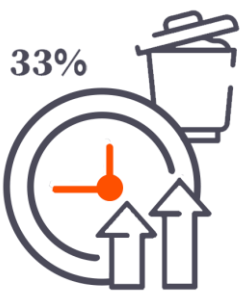
Actual Features

- Get full coverage of customer security certification.
- Access a centralized security control panel.
- Launch multiple programs at the same time.
- Customize testing duration for each application.
- Accelerate test durations with the help of a security crowd pool.
- Dedicate and reallocate the company budget to different security services.
- Cover a large range of targets in one test.

Feedback We Have Received

Nordic Defender Next-Gen Pentest as a Service (PTaaS) provides an impressively higher Return on Investment (ROI) compared to traditional penetration testing methods.
In contrast with the previous cybersecurity measures taken, Next-Gen Pentest provides companies with an approximately **350% increase** in their ROI and a **35% decrease** in security costs.

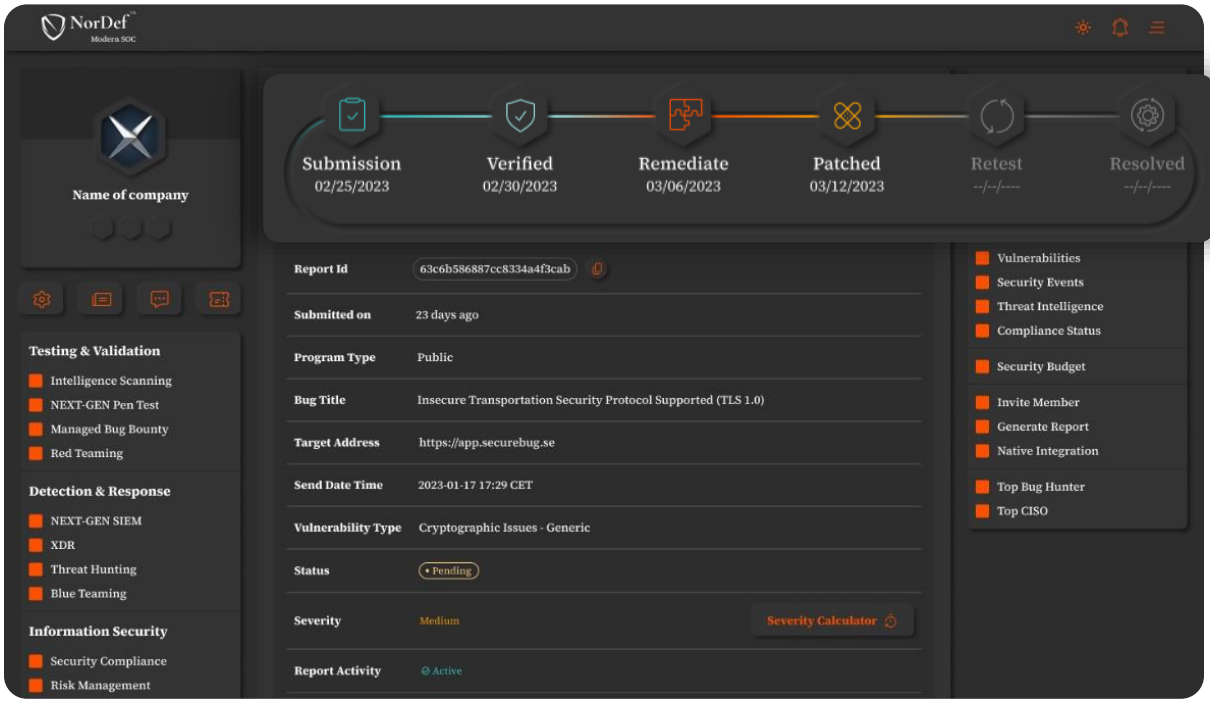
Furthermore, using Nordic Defender has enabled them to match the **right skill** to their project, decrease the overhead hours by **33%** (due to Nordic Defender being fully managed), and reduce the triage and remediation time.



Generating customizable and dynamic PDF reports with a click of a button and integrating the bug reports as severity-oriented tickets into their Jira/GitHub workflows enhanced their productivity and efficiency.
Moreover, the clients stated that they have benefited from other interesting advantages:

- Launch time being on the same day as discussed, ensures them that their time is valuable.
- Continuous security enables evolving and testing using new and elaborated methods throughout testing.
- Flexible usage and the fact that the testing criteria easily adapt as your attack surface changes/grows enables them to pinpoint exactly when testing activities are in progress.
- Automation and integration with GitHub and Jira make the process more productive.
- Real-time visibility via the platform provides a transparent view of the testing process.
- Easy access to findings with multiple filter selections gives them the ease of use they deserve.
- Team collaboration and task management availability through the platform eliminate the need for switching between different applications.
- Budget and security planning in a single view offer them an easy way to grasp everything in one place.
- Direct collaboration via the platform with security researchers benefits the client so that they can share what they need from the researchers directly.

- Educational resources are provided to the company's internal teams through remediation steps and provided PoCs.
- Total digital transformation of testing activities is of real interest to today's modern minds.
- Centralized company dashboard makes it possible to simplify and centralize vulnerability management before, during, and after the pentest.
- Live and historical status reports on security posture enables security planning and procedures to be feasible.



Comparing Next-gen and Traditonal Pentesting ROI

To fully realize the comparison made between the ROI of Next-Gen Pentest and traditional pentesting, Nordic Defender asked detailed questions about the solutions' investment, results' quality, precision, and coverage from the clients. The results are represented in the following table.

Pricing and Quality Differences

Nordic Defender assessed the pricing and quality metrics to get a better grasp of the opinions of the clients on the comparison between Nordic Defender Next-Gen Pentest as a Service (PTaaS) and traditional penetration testing.

	Traditional Pentesting	Pentest as a Service (PTaaS)
Cost of Process	After a long time waiting to see the results, the pentester will be occupied with other projects, and asking them questions and communicating will be time-consuming, back and forth, and not efficient.	Have direct and efficient communication between the customer's team, Nordic Defender pentesters, and support team. Only with a click inside the platform, the pentesters and moderators will be available for a fast response with different perspectives.
Pentest Hours You Receive	The preparation time of the pentester is taken into the account.	Team preparation and management are handled totally out of the pentest hours. The customer receives pure testing hours as they pay.
Testing Hours Reduction	Must pay per tester and the pentest duration will be longer.	Pay less and gain more. A minimum of 3-5 pentesters working simultaneously, has reduced the testing time and increased the quality.

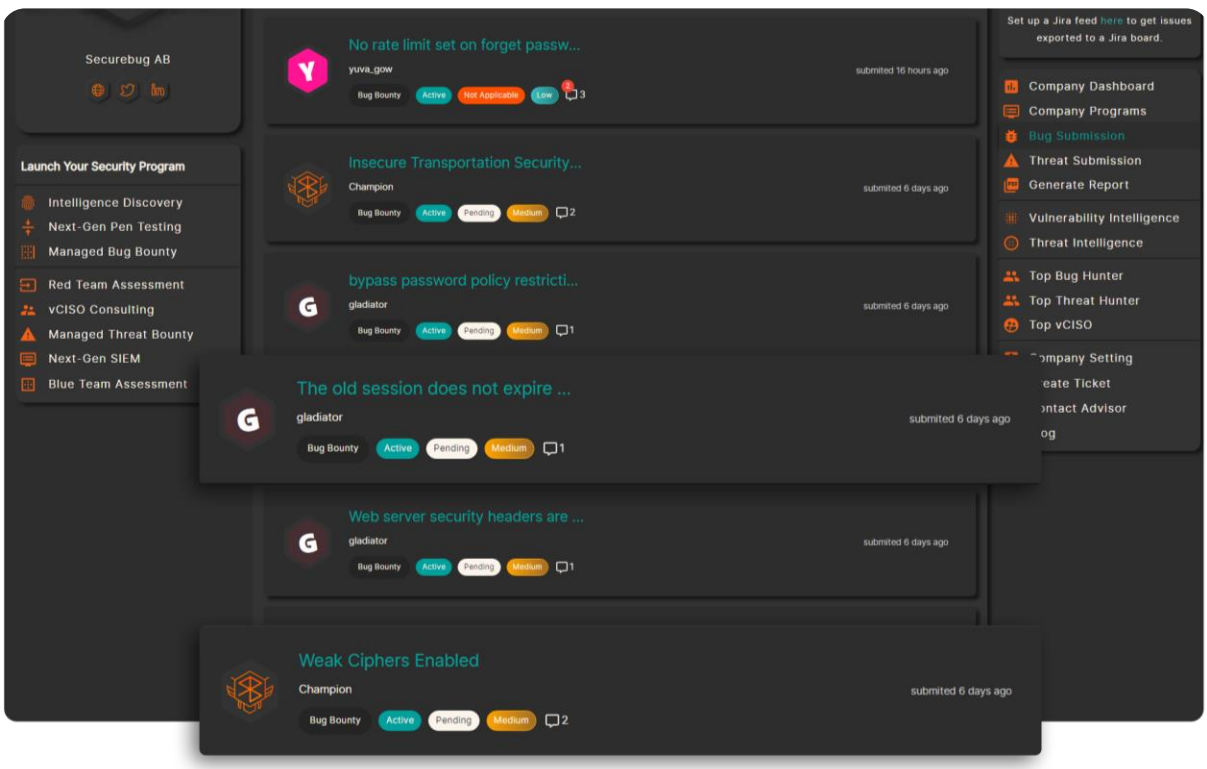
Efficiency and Productivity Differences

Nordic Defender inspected efficiency and productivity metrics to get a better grasp of the price overhead, time and effort needed by the client, the reporting quality, and the accessibility of the results

	Traditional Pentesting	Pentest as a Service (PTaaS)
Test Start Queue Time	Traditional penetration testing needs weeks/months of queue time.	Starting time can be shrunk down to even a day.
Test Preparation Time	Everything is done by the customer.	Fully managed service with technical consultation and platform training session.
Time to Result	Result duration is equal to the time taken from the beginning of the preparation till the test finishes. No result is available before then.	The customer has access to the results, as soon as they are found. The first reports will appear in the first 1-2 days.
Communication and Management Effort	Traditional channels such as phone calls and emails will end up in queued requests.	Direct and efficient communication with security engineers.
Ability to Leverage Prior Results	Security consultant will be assigned from the available limited resources.	Through the crowd control management system, the correct expertise will be mapped to the correct project which leads to the most accurate results.
Training and Education	Usually a text version of the results will be handed over to the customer, with no visual Proof of Concept or video attachments.	All the parties from the customer side could be part of the testing procedure and benefit from the security awareness features. Visual PoCs are provided with accurate re-creation steps.
Number of Pentesters	1–2 pen testers with a limited domain of expertise and availability through working hours.	Minimum of 3–5 pentester who will work simultaneously on the project, even during the weekends and holidays.
Remediation Validation	Should be asked as a separate service with an added waiting time.	Could be done as a part of continuous service per customer's demand for each running project.

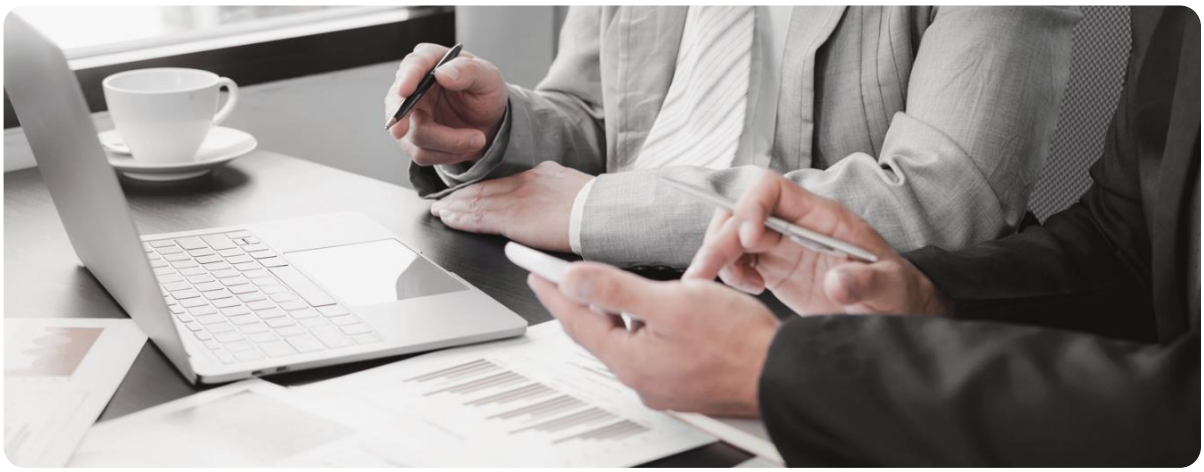
	Traditional Pentesting	Pentest as a Service (PTaaS)
Covering the Skill Gap	Limited available pentesters with limited knowledge and expertise.	Access a big pool of pentesters with a wide variety of expertise, especially in new technologies such as cloud-based infrastructure and applications, IoTs, and microservices.
Development Life Cycle Integration	No Integration is available.	Totally fits the needs of modern development lifecycles (DevSecOps, SecDevOps, etc.) New update and feature testing, retesting of fixed vulnerabilities, and on-demand pentests will be included. Bug findings will be integrated into your Jira workflow.
High Rate of Severity	Results are mostly based on checklists and common best practices.	Crowd control through the sophisticated ranking system and gamification method leads to high-quality, precious findings. Human creativity will come into play to win each battle.
Centralized Program Control	No dynamic and centralized portal.	A centralized security control panel and the available security crowd allow the client to launch multiple programs at the same time. Shorten the test duration by adding more pentesters in the time of shortage, create different parent and child testing programs, and add different team members with different accesses. Moreover, reallocate the remaining company budget to other available security products, manage all the needed security lifecycles in one view, and cover a large range of targets in one test.

	Traditional Pentesting	Pentest as a Service (PTaaS)
Full Coverage	Limited availability 9-5 working hours 5 days per week.	Access manageable, extendable, and customizable service through a single panel. Act as an external security department, always ready to support customers' questions and concerns.
Compliance and Regulation	Some compliance needs could be covered.	Alongside the actual security testing for real, high-value findings, all the compliance needs could be covered.
Accuracy of Results	No second-level check and enhancement is available.	2 levels of report verification are available in the Next-Gen Pentest service. Besides the expert Pentest team, the Moderator team will act as customer support to challenge the submissions for the highest possible accuracy level.
Certification	On request and limited certification.	On-the-platform and PDF testing certificates will be provided.



ROI Calculation

Cost of services and analysis of efficiency saving were aspects of the ROI calculation on which Nordic Defender's analysis is built.
Let's have a look at the traditional approach.



Transparent Cost

External security consultant cost for penetration testing:

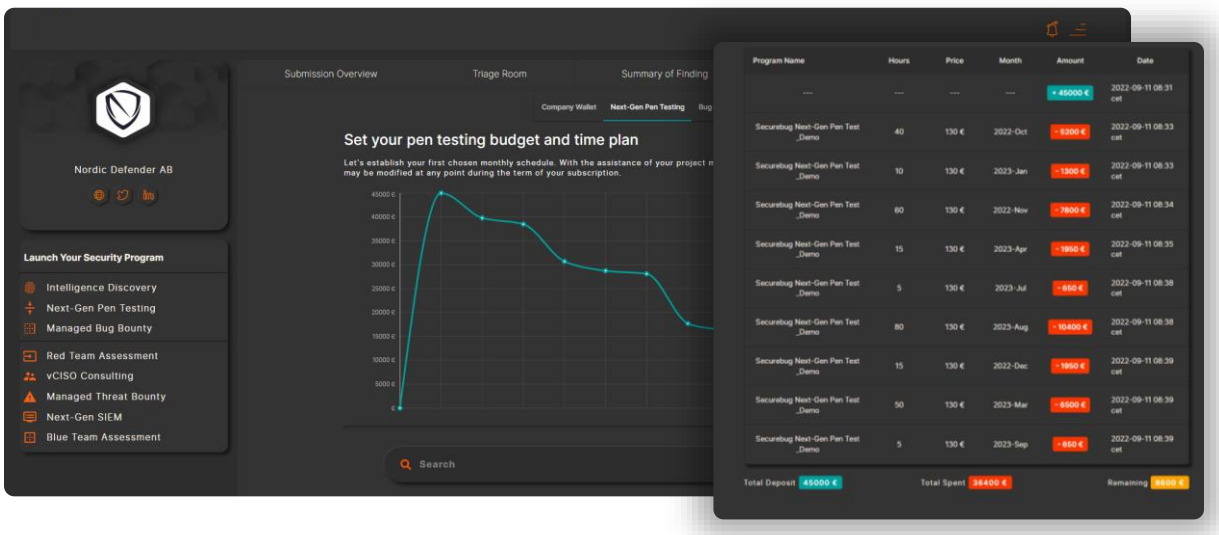
- Based on our research, the traditional pentesting services charge clients €200 to €500 per hour, depending on the nature and complexity of each project. For the calculations in this document, we consider the average amount of **€230** per hour.
- A web application will need around 120 hours of penetration testing on average, which will result in **€27,600**.

Hidden Cost

Each test needs at least one full-time employee from the customer side with more or less the same expertise to watch over the running project who should guide the test direction and check the remediations.
If we consider the hourly cost of an internal security expert to be **€80** per hour and 15 hours per project, the total cost will be **€1,200**.
Therefore, a penetration testing of 120 hours with the participation of only one external security consultant will cost you a minimum of **€28,800**.
In this case, you have also overloaded your internal staff besides gaining very limited hours and only 1 security consultant's limited specialization.

Next-Gen Pentest as a Service (PTaaS) Investment Analysis

Most clients that chose Nordic Defender had utilized traditional penetration testing beforehand. However, one of the points that make Nordic Defender special is its use of the crowd. Being crowd-powered enables Nordic Defender to designate the right talent to the client's project.
This document shows that compared to traditional penetration testing, Nordic Defender provided its clients with an approximately **35% lower** price tag for next-generation pentesting.



Analysis of Advantages and Productivity

Communication Time Saving

€3,100

As a result of Nordic Defender's direct communication channel between clients and security researchers, fewer time-consuming, resource-wasting communication tasks have been conducted between security engineers and customers, which used to require numerous back-and-forth meetings.

Organizations were able to decrease 10 hours of communication time per test with approximately 20-30 vulnerabilities found. This basically translates to decreasing 10 hours of communicating with the external pentester (each hour is worth €230) and 10 of that of internal security experts (each hour is worth €80), totaling €3,100 for a small-size project.

Decreased Time for Defining Test Scope and Finding Remediation Solutions

€2,400

With the modern Nordic Defender Pentest as a Service (PTaaS), there is no limitation in the scope of the test and the number and the size of targets.

Findings are more than shallow submissions based on a checklist; they are more elaborated and proof-based with different levels of verifications. They are also supported by proper and accurate remediation solutions.

To cover the simple findings, figure out the proper remediation steps, and cover and wrap up the remaining testing scope, companies should spend at least 30 hours on in-house investigation.

These 30 saving hours that PTaaS will save from company internal timing will be equivalent to €2,400 per project.

Decreased Overhead Cost €1,200

IT, security, and development departments are already overloaded with daily tasks to keep up with deadlines.
In the case of an external pentest consultant, the customer should spend daily hours keeping on track with the testing procedure, managing the daily testing process, and constantly following up with the testers.
With Nordic Defender, there is no more need for daily follow-up with testers. Using a fully managed service, we will handle all test leadership aspects and needed supervision.
The client can only check the portal time by time for his/her own desire and be aware of all new findings.
Not only are the complexity and effort removed from the client's mind, but also a minimum of approximately 15 hours will be saved from the customer's hidden expenses.
These saving hours will at least be equivalent to €1,200 per project.

More Critical Findings and the Chance of Zero-Days

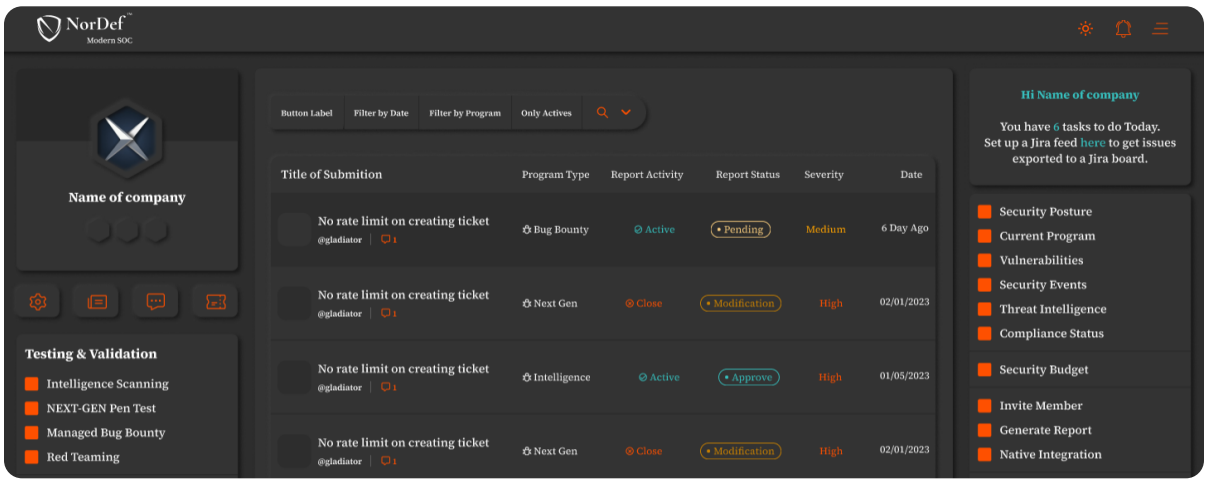
€20,000

Nordic Defender Next-Gen Pentest is crowdsourced, which means the security engineers that are participating in each project are selected from an enormous pool of ethical researchers. They have different levels of expertise in different fields; therefore, their findings usually have more value in comparison with checklist-based penetration testing.

Also, conducting penetration testing using a group of security experts that are more exposed to the knowledge-sharing of different, vast areas will increase the chance of diagnosing zero-day vulnerabilities.

The value of a zero-day vulnerability is not measurable, but we consider an amount of **€50,000** for this. We know it's not even close to the damage that a zero-day vulnerability can cause in an organization—as it can be more than millions of Euros—but it is the minimum amount.

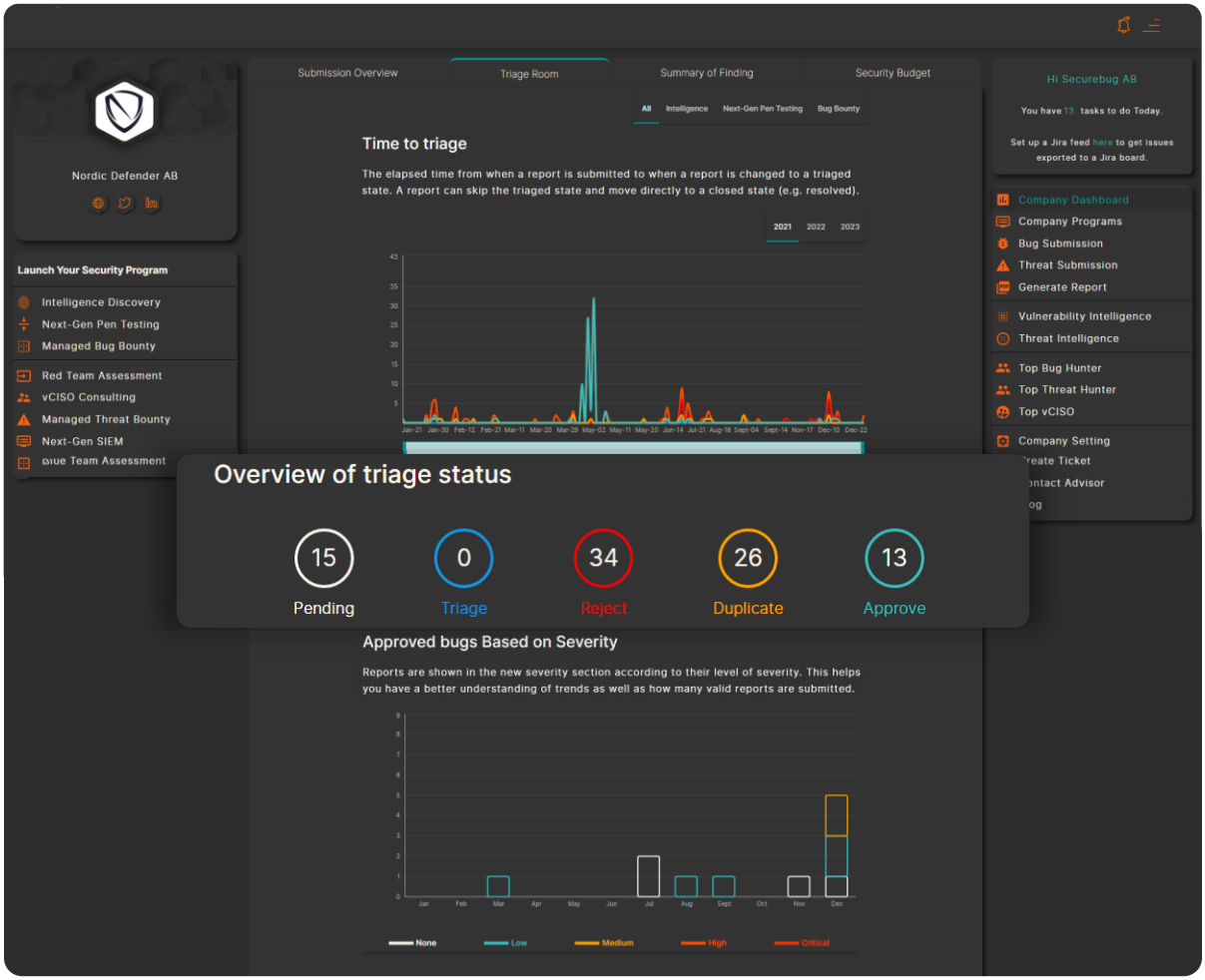
On the other hand, with the same reason and also the company's experience, the minimum value of a critical vulnerability would be **€5,000**. In the Nordic Defender platform, 3—5 highly vetted pentesters are designated for each project, which means that we find **4 more critical vulnerabilities** in a project compared to traditional penetration testing. So, Nordic Defender Next-Gen Pentest would bring an added value of at least €20,000 compared to the traditional pentest.



Decreased Time to Results

The longer it takes the customer to be informed about existing vulnerabilities and remain defenseless to the outside world, the potential risk will increase drastically.

Nordic Defender enables security and development teams to access real-time pieces of information about their ongoing tests. As soon as the results are available, the client can access them through the platform, without waiting for the testing end duration.
With the help of the platform, the client can expect the time-to-first-result in 1-2 days or even hours, compared with that of traditional pentests which usually take a minimum of a few weeks.



Detailed Analysis of Pentesting Methods

1 Web App (120h)	Traditional Approach	PTaaS
Total Cost	€27,600	€18,000
Engagement and Management Hidden Costs	15H = €1,200	5H = €400

Raw Cost Benefit	Other Benefits
(27,600 + 1,200) - (18,000 + 400) = €10,400	1,700 + 2,400 + 1,200 + 20,000 = €25,300

ROI Increase (Nordic Defender Next-Gen PTaaS)	350%

1 Year Quarterly Traditional Pentest	1 Year Continuous Next-Gen Pentest
4 x 120H x €230 = €110,400	12 x 40H x €150 = €72,000

1 Year Saving in Next-Gen Pentest	€38,400

35% Less Cost **350% Higher ROI**

Regarding cybersecurity investments, Nordic Defender found out that the investment needed for its Next-Gen Pentest as a Service is at least 35% lower than that for traditional penetration testing and the total ROI is 350% higher.

Are you ready to enhance your security measures?

Today's threat landscape demands a proactive approach to cybersecurity. Nordic Defender the only crowd-powered fully-managed MSSP, where combined offensive and defensive solutions to expose blind spots in your attack surface, before attackers take advantage.

Contact us to get started!

sales@nordicdefender.com

NORDIC DEFENDER

Modern Security Solutions Provider

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