



Messaging House

August 17, 2023

Purpose of a Message House

To provide compelling value statements so that we can create a strong brand narrative.

The Message House forms the underpinnings of our marketing strategy, so that Cobalt can attract and nurture specific audiences. It captures the true value of our business, helping us provide resources that speak to the challenges and wants of our audience. It forms a basis for marketing and advertising programs. Most importantly, it enables everyone across the business to say the same thing, in the same way.

Examples of how you can use this document:

- If you are onboarding a freelancer writer or other content producer and want to familiarize them with Cobalt.
- If you are speaking at event, giving a press interview, or briefing an analyst, and use it to grab digestible sound bites.
- If you are producing content – whether it’s writing a blog or drafting a project plan – and want to ensure accurate positioning.
- If you want to respond to someone who asks, “So what exactly is offensive security?” or “What does Cobalt do?”

Overview

Businesses today are under pressure to innovate so they can stay ahead of the market. But innovation can't come at the expense of cutting corners in security. So your business's development and security teams need an environment where innovation can thrive while security remains strong.

Cobalt's offensive security platform and global community of trusted security experts identify risk across your enterprise. Our real-time security insights **strengthen/ revitalize/ amplify/ bolster** your current security program and improve your overall security posture.

Through our SaaS solution, you will benefit from direct tester collaboration, drive accelerated remediation cycles and gain have/ receive the support you need to innovate more securely and operate more confidently.

Industry Challenges

1. Security solutions must change

- **Threat exposure management:** Identifying potential exposure is of limited benefit if a business can't act quickly to remediate the exposure.
- **Security validation:** The volume of alerts, including false positives, from security solutions makes it impossible to determine which mitigation or remediation actions should be a priority.
- **Security operating model transformation:** The increasing speed at which markets operate do not allow the often extended timelines that traditional security processes can require.

2. Agility is vital to business success

Agile processes are moving beyond the realm of development to become a de facto standard across all aspects of business and business functions, such as marketing, operations, and general and administrative functions.

As businesses race to deliver products and services fast enough to meet the demands of a highly competitive market, the blended operations model of DevOps is extending to multiple domains.

Industry Challenges

3. As-a-Service solutions are pivotal

In addition to the significant flexibility they offer in terms of OpEx versus CapEx and the value they bring in mitigating the effects of labor shortages, software as a service (SaaS) solutions offer businesses a major advantage in speed. They are ready to go on demand, so businesses can gain the benefits of a fully configured technology without the investment in time and resources to build the technology internally.

4. Businesses need outcome-focused security

As budgets become tighter, IT and security organizations need to demonstrate the relationship between investments in security solutions and specific business outcomes. This becomes increasingly important as businesses look to balance their appetite for risk against the potential benefits of faster time to market.

Our Response

1. Cobalt helps meet critical security needs

- **Cobalt enables threat exposure management:** Lengthy security processes in areas such as penetration testing and red teaming increase the time organizations and their customers are exposed to threats. Organizations that leverage the Cobalt SaaS platform can identify and remediate issues faster and shorten the window of exposure that attackers can exploit.
- **Cobalt provides security validation:** Access to Cobalt security experts via Cobalt's SaaS platform enables expert validation of potential threats. Ongoing access to retesting in pentesting engagements facilitates validation of fixes.
- **Cobalt solutions accelerate business outcomes:** Cobalt's SaaS platform streamlines testing and validation, enabling faster time-to-market for products and services critical to achieving business outcomes.

2. Cobalt delivers vital business agility

Cobalt's PaaS platform and professional services deliver faster time-to-results, delivering findings before or shortly after a release – developers are much more likely to action them, reducing the number and severity of successful attacks and limiting security disruptions. This gives organizations greater agility to innovate and pursue revenue opportunities enables agility for DevOps, DataOps, BizDevOps, DevSecOps and other technology-centric methods.

Our Response

3. Cobalt offers an as-a-service solution

Cobalt is modernizing offensive security by offering a range of services in an as-a-service model. By combining our platform with an exclusive community of expert collaborative testers we deliver the real-time insights you need to remediate risk quickly and innovate securely.

4. Business outcomes-focused security needed

Cobalt's SaaS platform accelerates find-to-fix cycles through technology integrations and real-time collaboration with Cobalt's team of trusted security experts, enabling businesses to create a secure environment in which development teams can focus on innovations that drive improved business outcomes.

Supporting Messages

What sets us apart

Supporting Message 1

Optimize Your Offensive Security Program

Organizations don't test their applications or their infrastructure thoroughly, or frequently enough. Why? Some struggle to find the right talent. Others can't find a way to include testing in their processes. And when they do, results are scattered across their large, complicated environments. As a result, organizations are less likely to run security checks on a regular basis. They're also slower to fix discovered vulnerabilities, because they don't have one clearly structured place to remediate. This puts them at higher risk of a breach, which can cost them millions of dollars and damage their reputation.

Organizations that work with Cobalt can confidently reduce risk and proactively catch potential issues before they turn into breaches.

Supporting Message 2

Secure Your End-to-End Infrastructure

Today's dynamic IT environment requires software releases and infrastructure changes to be implemented on short notice. Long testing lead times delays releases, or worse, tempt development teams to release without proper testing, exposing organizations and their customers to a greater number of threats. Organizations that can't innovate quickly lose out on revenue.

Organizations that tap into Cobalt's SaaS platform and gain access to Cobalt's team of trusted security experts can identify and remediate issues faster and shorten the window of exposure that attackers can exploit.

Supporting Messages

What sets us apart

Key Message 3

Gain efficiencies and accelerate programs through PtaaS

Cobalt's SaaS platform is modernizing offensive security processes. Cobalt's Pentest as a Service (PtaaS) offering enables companies that need manual penetration testing performed on their digital assets to establish trust with customers, comply with regulatory requirements, and improve their security posture.

Traditional pentesting services take weeks to schedule and deliver, work in isolation and provide written results long after code has been released. This cumbersome and inefficient process does not fit with today's agile development practices, leaving companies exposed to the risk of breach.

Key Message 4

Align cybersecurity solutions to accelerate business outcomes

Faster time-to-results is essential for agile and DevOps practices. In these environments, developers accustomed to two-week sprints or daily releases are likely to ignore security test findings on two-month-old builds. But findings that begin coming in before or shortly after a release will find much greater acceptance and use.

This increases the overall security of applications and enables both faster time to market and more robust security for applications in market, both of which are crucial to enabling business outcomes.

Supporting Messages

Reasons to believe

2.6x faster time-to-report with PtaaS vs. traditional pentesting consultancies

Reduce Security Risk

Confidently reduce risk and catch issues before they turn into breaches from one offensive security platform.

50% faster to execute a pentest from scheduling to remediation/ retesting

Drive SecOps Agility

Align pentesting and modern DevOps practices to accelerate fixes and identify systemic issues in the SDLC

Save 11 FTE hours per pentest on project management and planning alone

Scale with Flexibility

Make pentesting repeatable and efficient with an on-demand model that integrates with existing workflows

1,200 global customers trust Cobalt to help them improve their offensive security capabilities

400+ security experts

24 hours to initiate enterprise package pentesting projects

Customers

Information Security Challenges in Today's Business Environment

In a hyper-connected world, businesses face complex information security challenges that evolve quickly. Security breaches can lead to significant financial loss, reputational damage, and regulatory penalties. As businesses migrate to the cloud and embrace emerging technologies to support digital transformation, the security perimeter becomes more diffuse and harder to defend.

At the convergence of physical and digital realms, there's an increased risk of hardware attacks, while supply chain vulnerabilities can introduce risks even before a product reaches an organization. Businesses must adopt strategies to overcome these challenges.

The Core Challenge: Balancing Risk, Innovation, and Talent

At the heart of modern business security lies the intricate challenge of managing risk while accelerating innovation. Companies, under pressure to innovate for competitive advantage, may put technologies into production without fully understanding them from a risk perspective. Businesses must balance between seizing opportunities and ensuring that vulnerabilities aren't introduced into the ecosystem. Achieving this balance is complicated by the ongoing talent shortage. As demand for such talent far outstrips the supply, it becomes harder for businesses to bolster their security posture. Businesses need ways to meet security needs while allowing for rapid innovation.



Thank You

Company Boilerplate (existing)

For use in award submissions, press releases, or external listing sites, e.g. Glassdoor, LinkedIn.

Long description

Cobalt was founded on the belief that pentesting can be better. Our pentests start in as little as 24 hours and integrate with modern development cycles thanks to the powerful combination of a SaaS platform coupled with an exclusive community of testers known as the Cobalt Core. Accepting just 5% of applicants, the Core boasts over 400 closely vetted and highly skilled testers who jointly conduct thousands of tests each year.

Our award-winning, fully remote team is committed to helping agile businesses remediate risk quickly and innovate securely. Today, over 1,000 customers use Cobalt to run pentests on demand via Pentest as a Service, AKA PtaaS, a space which Cobalt pioneered (you could even say we wrote the book on it) and continues to lead.

Short description

Cobalt was founded on the belief that pentesting can be better. Our pentests start faster and integrate with modern development cycles thanks to the powerful combination of a SaaS platform coupled with an exclusive community of testers. Today, over 1,200 customers use Cobalt to run pentests on demand via Pentest as a Service (PtaaS).

1-line

TBD

Cobalt Message House (existing)

Value proposition

Cobalt empowers agile businesses to test faster and remediate risk smarter. Our innovative PtaaS model imbues pentesting with the flexibility and speed needed to keep pace with the ever-evolving threat landscape. Cobalt's technology platform, paired with our community of 400 testers, enables real-time communication and simplifies everything about pentesting: from scoping and planning, to reporting and remediation (plus free retesting). Whether you're testing for compliance, M&A activity, or in support of another key business initiative, Cobalt helps you shift lift and modernize the way you test.

Key message 1

Increase Pentest ROI with a SaaS Platform

Traditional pentesting follows a slow, legacy model that yields outdated results which simply don't work for today's modern business. Cobalt's Pentest as a Service approach allows agile companies to run security programs that actually keep pace with software development lifecycles. Pentesting via PtaaS is a better way to mitigate risk, improve test coverage, and prevent threats. The Cobalt platform is SaaS technology that acts as a force multiplier for customers during their pentest engagement: with it they can start a pentest quicker and more easily, experience faster time to first result, are able to communicate with testers throughout the test, and receive results dynamically.

Key message 2

Improve Quality and Efficiency with On-Demand Access to Top Pentesters

No security program should be hamstrung by a talent shortage: harness the power of the collective. The Cobalt Core is a closed, worldwide community of testers that's 400 strong and counting. These highly vetted individuals have proven their mettle and maintain high client satisfaction scores to ensure that Cobalt customers have on-demand access to testers that are matched based on skillset and expertise (rather than simply whoever is available). The Core is the engine that drives Cobalt's superior approach to pentesting: they provide speed and quality.

Key message 3

Collaborate with the Best and Brightest

Cobalt pioneered the PtaaS category, and we're the leading innovators in this space. Our founders, investors, exec team, and board are a perfect mix of security heavy-hitters, industry influencers, and startup leaders. We hire the best in the game, so customers are always in good hands, whether working with our Professional Services arm, a Customer Success manager, or a Sales rep. And the teams behind the scenes, who are pushing platform features and enabling the Cobalt Core to do their best work, are pushing equally hard to maintain our position as the #1 PtaaS company.

Cobalt Message House (existing)

1. Reasons to believe

Increase Pentest ROI with a SaaS Platform

- A PtaaS study showed 50% reduction in time to results, 25% overall time savings, and 56% cost savings over traditional pentest consulting due increased test depth / coverage, and faster remediation.
- Integrations unlock additional value: Jira, Github, the Cobalt API, and Slack.
- Based on 1602 pentests and a survey of 600, security teams struggle to mitigate known issues, due to challenges with detecting vulnerabilities before code goes live and inability to pentest a broad number of applications – all issues PtaaS solves for.
- SANS writes: "By introducing an interactive component to pentesting, Cobalt allowed us to obtain and provide instant feedback...Streamlining processes and communications made us fall in love with Cobalt's approach to on-demand pentesting."
- Analyst firm 451 writes: "41% of organizations are accelerating or newly introducing initiatives to add security to DevOps workflows...traditional annual penetration testing engagements often fail to deliver the outcomes needed for rapid development cycles. Continuous, collaborative, on-demand penetration testing capabilities, like those offered by Cobalt, can help organizations improve their application security posture amid frequent releases, updates and changes."

2. Reasons to believe

Improve Quality and Efficiency with On-Demand Access to Top Talent

- A user can set up a pentest with Cobalt in just 4 steps. We then assigns pentesters with skills best suited to the asset.
- Regular surveys of the Core show that primary reasons people join are a desire to operate in a uniquely collaborative environment, explore interesting applications, and learn from their peers.
- 5% of applicants are admitted to the Cobalt Core, selected on tenure, skills, and their ability to effectively communicate and collaborate with customers in real time, as well as through in-app vulnerability findings.
- One Cobalt customer said, "The quality of the results we got from Cobalt was greater than what I had seen in comparable pentests. I felt like they were digging deep... Cobalt brought five pentesters, each with different skills that complemented each other."
- In a product review, SANS Institute wrote, "Cobalt provides a unique skills advantage because they can use penetration testers of all skill sets and those with remote availability to meet the various objectives and assets of their customers."
- The Cobalt Core has secured more than 3,000 assets in <10 years, and 81% of the Core holds at least one security certification. Certifications held include OSCP, PWSP, CERP, CEH, CPISI, ISO27001L, CISSP, eWPT, and MCSA.

3. Reasons to believe

Collaborate with the Best and Brightest

- To be an ongoing resource and true extension of our customers' security teams, Cobalt professional services are designed to help boost security program maturity and improve overall security posture outside of a pentest engagement.
- Cobalt experts are skilled in DevOps, risk assessment, security program design, and security training – and will respond to you within 24 hours
- We're an Inc. 5000 fast-growing company that regularly wins awards for workplace satisfaction, ensuring that Cobalt is able to attract top talent when it's time to hire.
- Cobalt's partner program extends our reach by enabling partners to add PtaaS to their penetration testing services portfolio. Our partner ecosystem currently includes more than 120 partners and is still growing.
- Our thought leaders are renowned. Chief Strategy Officer Caroline Wong wrote a bestselling textbook on security metrics and The PtaaS Book. Head of delivery Jay Paz published a Hackernoon series on quality in pentesting. You will regularly come across Cobalt team members headlining conferences, quoted in the press, and receiving industry recognition for leadership and innovation.