

A Leading EPP Vendor Gained Competitive Advantage by Adding Proactive Cybersecurity Capabilities at Speed

THE CHALLENGE OF INNOVATING AT SPEED IN A CROWDED SECURITY MARKET

Despite offering a robust Endpoint Protection Platform (EPP), a leading vendor noticed that many of their enterprise clients still experienced breaches. Upon further investigation, it became clear that these breaches were often due to unidentified and unremediated vulnerabilities in their systems.

Recognizing this gap, the EPP vendor understood the need to offer comprehensive vulnerability management as part of their solution to minimize their clients' attack surface and enhance their security posture.

However, developing these capabilities in-house would require significant R&D resources and would take at least 12-18 months to bring to market, posing a critical time-to-market challenge.

CHALLENGES FACED



Time-to-Market Constraints

Developing a robust vulnerability management and remediation system from scratch would have delayed the company's product roadmap significantly, risking the loss of market share to competitors.



Bandwidth of In-house Expertise

Building a system to identify and remediate vulnerabilities in real-time from scratch required extensive time & efforts from their in-house security expertise, but that would hamper their existing goals.



Meeting Customer Demands

The company risked losing critical deals as enterprise clients now demand a comprehensive solution that would include vulnerability management, compliance features along with end point protection.



Integration Complexity

Existing infrastructure complexities made it challenging to implement new security technologies seamlessly without disrupting current operations.



Maintenance Burden

Beyond the initial R&D challenge, the company would have faced a continuous investment of resources to research, analyze, and stay updated on emerging vulnerabilities, as well as to test and refine the remediation processes over time. This ongoing commitment would have stretched their internal resources and potentially diverted focus from other strategic initiatives.

KEY FEATURES IMPLEMENTED

Continuous Vulnerability and Risk Management

Delivered automated, real-time visibility into vulnerabilities, misconfigurations, and compliance gaps.

Built-in Remediation Controls

Enabled proactive fixes for identified vulnerabilities, deployable automatically at scale, ensuring high compliance rates.

Flexible Integration

APIs and SDKs were seamlessly incorporated into the EPP's existing architecture with minimal disruption.

Custom Branding

Allowed the vendor to deliver SecPod's technology as a fully branded feature, maintaining their product's unique brand and UI identity.

KEY METRICS

1.1 BILLION
Scans conducted in the first year

5.3 BILLION
Vulnerabilities identified and addressed

99.99%
Scan accuracy

86%
Zero-day vulnerabilities resolved

85%
Client satisfaction improvement

THE SOLUTION: SECPOD'S TECHNOLOGY LICENSING OFFERING

After researching the market, The EPP vendor ended up partnering with SecPod to bridge this gap and leverage its advanced vulnerability management technologies, integrating them into their EPP product. SecPod's flexible technology licensing model allowed the company to choose between tight integration through APIs and/or SDKs or quickly white-label SecPod's solution under their brand, enhancing their market offering without starting from scratch.

THE IMPACT

Accelerated Time-to-Market

With SecPod's ready-to-deploy solutions, the EPP vendor launched their enhanced product within 6 months— a 66% reduction in time compared to developing in-house. This early launch allowed them to capitalize on market demand and secure key enterprise contracts.

Seamless Onboarding and Integration

SecPod's plug-and-play architecture eliminated the typical challenges of onboarding new technology. The vendor's team was able to integrate and deploy the solution effortlessly, saving months of development effort and ensuring a smooth rollout to their customers. This ease of implementation became a crucial enabler for their accelerated market entry and faster time-to-result.

Enhanced Product Offering

The addition of vulnerability management and compliance features positioned the vendor as a comprehensive security solution provider, helping them stand out in a crowded market. They achieved an 85% improvement in customer satisfaction scores among enterprise clients.

Scalable Security Operations

The integrated solution performed over 1 billion scans in its first year, identifying and addressing 5.3 billion vulnerabilities with 99.99% accuracy. This ensured their clients maintained a strong security posture with minimal effort.



EMPOWERING OEM PARTNERS FOR MARKET LEADERSHIP

SecPod's OEM Partner Program has since enabled the EPP vendor to transform their product portfolio, offering advanced security features that met and exceeded market demands. By leveraging SecPod's technology, they achieved rapid market entry, differentiated themselves from competitors, and delivered unmatched value to their customers.

For OEM partners looking to innovate, reduce time-to-market, and expand revenue streams, SecPod's diverse technology licensing options provide a proven, scalable pathway to success.

Improved ROI and Efficiency

By integrating SecPod's technology, the vendor avoided \$2 million in R&D costs and reduced operational overhead. The lean integration process also allowed their engineering team to focus on core product innovations.

Unified Solution for Customers

The integration of SecPod's technology allowed the vendor's customers to consolidate previous fragmented security tools into one unified solution, reducing both CAPEX and OPEX. This not only improved overall cyber hygiene but also ensured an up-to-date cyber risk and compliance posture, offering a comprehensive and efficient security solution.



SecPod is a leading cybersecurity technology company committed to preventing cyberattacks through proactive security. Its mission is to secure computing infrastructure by enabling preventive security posture.

At the core of SecPod's offerings is the Saner Platform - a suite of solutions that help organizations establish a strong security posture to preempt cyber threats against endpoints, servers, network and cloud infrastructure, as well as cloud workloads. With its cutting-edge and comprehensive solutions, SecPod empowers organizations to stay ahead of evolving threats and build a resilient security framework.



500+ Customers

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