



## TRACED CREATES A CHAIN OF TRUST WITH BULLETPROOF PENETRATION TESTS



**A Bulletproof penetration test provided clear, actionable advice on how Traced could improve its security posture, enabling it to meet its go-to-market deadline.**

### DEFINING THE SECURITY CHALLENGES

BYOD is an integral part of the modern business landscape, yet traditional security tooling has failed to keep up, and a compromised end-user device can be a significant risk to an organisation's corporate data. Traced created an innovative mobile device app and centralised dashboard for businesses to monitor and manage their BYOD security.

This means that, as a security vendor itself, Traced was determined to lead by example and ensure that its security was second to none. To achieve this, Traced needed a thorough third-party security audit from industry experts to help ensure the security and integrity of its Android and iOS apps, as well as the underlying AWS cloud infrastructure. Time was of the essence, as Traced was preparing to go to market with a pilot customer and urgently needed external security validation.

Matt Boddy, Traced CTO, sums up the need for a security assessment: "It's all about generating trust. For anyone to purchase our app, they need to trust us. We felt that a thorough penetration test from Bulletproof was the best way to provide that. As a small company it's important we practise what we preach right from the start, and that includes finding a trusted security partner with a good reputation."

### CLIENT PROFILE

**CLIENT:** Traced

**INDUSTRY:** Cyber security for business and home

**LOCATION:** UK

**OVERVIEW:** Launched in 2019, Traced has developed innovative new security tooling for organisations to manage company-owned and BYOD mobile devices. On-device ultra-low-power machine learning feeds into a centralised platform for monitoring and managing devices. Traced is keen to give back, and profits from its corporate app go into making a free version of the app for consumers.



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*"I would definitely recommend a Bulletproof penetration test. They quickly understood what we were trying to achieve on a technical level, and worked flexibly to make the whole process easy for us."*

Matt Boddy, CTO, Traced

## ABOUT BULLETPROOF

Bulletproof is a trusted global provider of innovative cyber security products and people-centric services. We help organisations protect their brand and assets against the dynamic challenges presented by today's threat landscape.



## BOOST YOUR BRAND REPUTATION WITH A PENETRATION TEST

Book a penetration test today to help find and fix your security flaws before a hacker exploits them.

Bulletproof penetration tests inspire confidence in your services and help you win new business.

Get in touch today to book your scoping call.

 [www.bulletproof.co.uk](http://www.bulletproof.co.uk)

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 [contact@bulletproof.co.uk](mailto:contact@bulletproof.co.uk)

## CHOOSING BULLETPROOF AS A TRUSTED PARTNER

Matt's priority was finding a reputable, trusted organisation that understood Traced's technical challenges. "It was clear in the first round of quotes from other providers that no one understood our aims or technical challenges, and their communication was poor. When we found Bulletproof after going back to market, the process couldn't have been more different" said Matt. "Bulletproof's expertise and technical understanding were immediately apparent. This gave us confidence that we were going to get a good service and a good outcome. We were right on both counts."

Upon describing the procurement process, Matt said, "Bulletproof was quick, responsive, and our account manager James gave us the fairest price he could offer immediately - no sales tricks. It was a very easy buying experience."

## WORKING FLEXIBLY FOR SMOOTH IMPLEMENTATION

The test itself was quickly scheduled to help Traced meet its short deadline. Matt says, "Bulletproof showed a refreshing flexibility in the way it works, and made sure the test was scheduled ahead of our deadline." As part of the testing process, Bulletproof always gives full contact details of the lead penetration tester assigned to the project. This can be tailored to specific communication tools used by the client organisation. In the case of Traced, the Bulletproof penetration tester was set up as a guest on their Slack account.

Matt explains: "The communication with the Bulletproof penetration tester was spot on. We asked Bulletproof to keep us constantly updated on all uncovered security issues, and this to and fro between the pen tester and ourselves was really valuable. We got a lot of additional contextual information which meant we were able speed up our remediation efforts."

## DELIVERING COMPREHENSIVE SECURITY INSIGHTS

At the conclusion of testing activities, a full report was securely delivered via the Bulletproof portal. "Having our report delivered through the portal felt very reassuring" said Matt. "Along with being really easy to use, it gave me peace of mind that my highly sensitive report data was being securely transmitted and downloaded. As a security company ourselves, that means a lot to us." With Bulletproof pen test reports split into high-level executive summaries and technical breakdowns, it's easy for the right team get the right information, with no distractions. "Everything was easy to understand on a technical level" said Matt, "and it was clear what the priorities were, which helped us remediate quickly and effectively."

As a result of the penetration test Traced was able to meet the deadline of its keystone pilot customer, ultimately leading to rapid uptake and commercial success of Traced's services. "Having a penetration test from Bulletproof gave us confidence that we're doing security right" says Matt. "Security verification from a trusted provider creates a chain of trust, helping inspire customer confidence in our services."