

CASE STUDY

Stoplight Achieves Hyper Growth Using Cyvatar's all-in-one CSaaS Model

Desired Outcomes

- ✓ Streamline security questionnaire process
- ✓ Speed up sales cycles
- ✓ Implement scalable security solutions
- ✓ Achieve compliance

Their Story

As a leading provider of API development tools, Austin-based Stoplight has built a customer base across many industries, serving organizations like Deutsche Bank and Electronic Arts in addition to scores of small and medium-size businesses. And although it does not ingest any personally identifiable information (PII) into its own systems, Stoplight customers--especially large enterprises and financial services companies--increasingly requires the completion of long, complex security and regulatory questionnaires to ensure all vendors adhere to the same standards.

“Security is one of the first, and often the last, topics of discussion in all of our sales conversations with large enterprises these days,” said Brandon Somers, CFO at Stoplight. **“The bonus on tech startups to be able to demonstrate that they have their security ducks in a row is something that is really important today.”**

However, having to complete so many questionnaires so frequently became a drag on Stoplight's business velocity, delaying time to market for new features and prolonging sales cycles. The company turned to investment partner Bill Wood Ventures to help them find virtual CISO (vCISO) capabilities that could help them complete questionnaires or actually complete them on Stoplight's behalf.




LOCATION


 Austin, TX


INDUSTRY


 Technology - API Development

SOLUTIONS

 vCISO

 Threat & Vulnerability Management (includes continuous pen testing and remediation)

 Secure Endpoint Management

 Cyvatar Platform Member

That's how Stoplight found Cyvatar.

Like many organizations, Stoplight didn't have a security strategy in place. It knew that without a trusted partner to determine what solutions were needed it could end up buying many more tools than it could use--or not enough to meet customer requirements.

Their Story

Stoplight began working with Cyvatar in 2020 to build a fit-for-purpose security strategy using a phased approach that would allow them to grow and scale as they regained business velocity.

Cyvatar understood intimately the challenges that come from trying to build and manage a robust security program while trying to grow and scale a new business at the same time. Long experience with startups like Stoplight enabled Cyvatar to prove that cybersecurity confidence didn't have to be difficult or expensive; in fact, Cyvatar Co-Founder Craig Goodwin pioneered the role of chief trust officer for exactly that reason.

"Cybersecurity is first and foremost a business decision," said Goodwin. **"We build scalable, bespoke security solutions that map to our members' corporate business goals so they can see value from their investments starting on day one."**

Stoplight Chief Financial Officer Brandon Somers agreed. **"I'm the non-technical business executive,"** he said. **"Sales kept telling me if we wanted to close deals faster that we needed a better security story. We couldn't keep telling customers only how great our products were; we had to expand our story to include how and where we met their compliance requirements. Cyvatar helped me and my CTO recognize where we met--and where we didn't meet--the most-requested compliance guidelines."**

After an initial vCISO engagement, Cyvatar quickly became Stoplight's trusted partner for all things cybersecurity. Cyvatar developed detailed FAQs for the majority of Stoplight's current and prospective customers to speed the sales process. The Q&A documents enabled Stoplight to provide in-depth answers--and viable alternatives to specific requirements--to help customers evaluate them fairly without misrepresenting the team's skills and credentials.

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BRANDON SOMER
CFO, Stoplight



Cyvatat grew the relationship to include services like regular pen-testing, continuous monitoring, and ongoing threat and vulnerability scans across all Stoplight servers and other endpoints, enabling Stoplight to mature as an organization much faster than it could have done on its own or with a traditional managed services provider. Additionally, all new hires received fully secure hardware with ongoing software monitoring, patching, updates, and protection. Cyvatat's innovative cybersecurity-as-a-service approach transformed an otherwise complex and time-consuming process into a turnkey solution for Stoplight.

Outcomes

Cyvatat's membership-based subscription model gave CFO Brandon Somers outside results at a fixed monthly cost. Instead of the large investments and long-term contractual agreements required for the ownership of security tools, Cyvatat delivered proven processes and the people and technology to make security work for Stoplight. It's like Netflix for cybersecurity: A single transaction unlocked an entire security strategy that Stoplight can continue to customize based on its business and security goals.

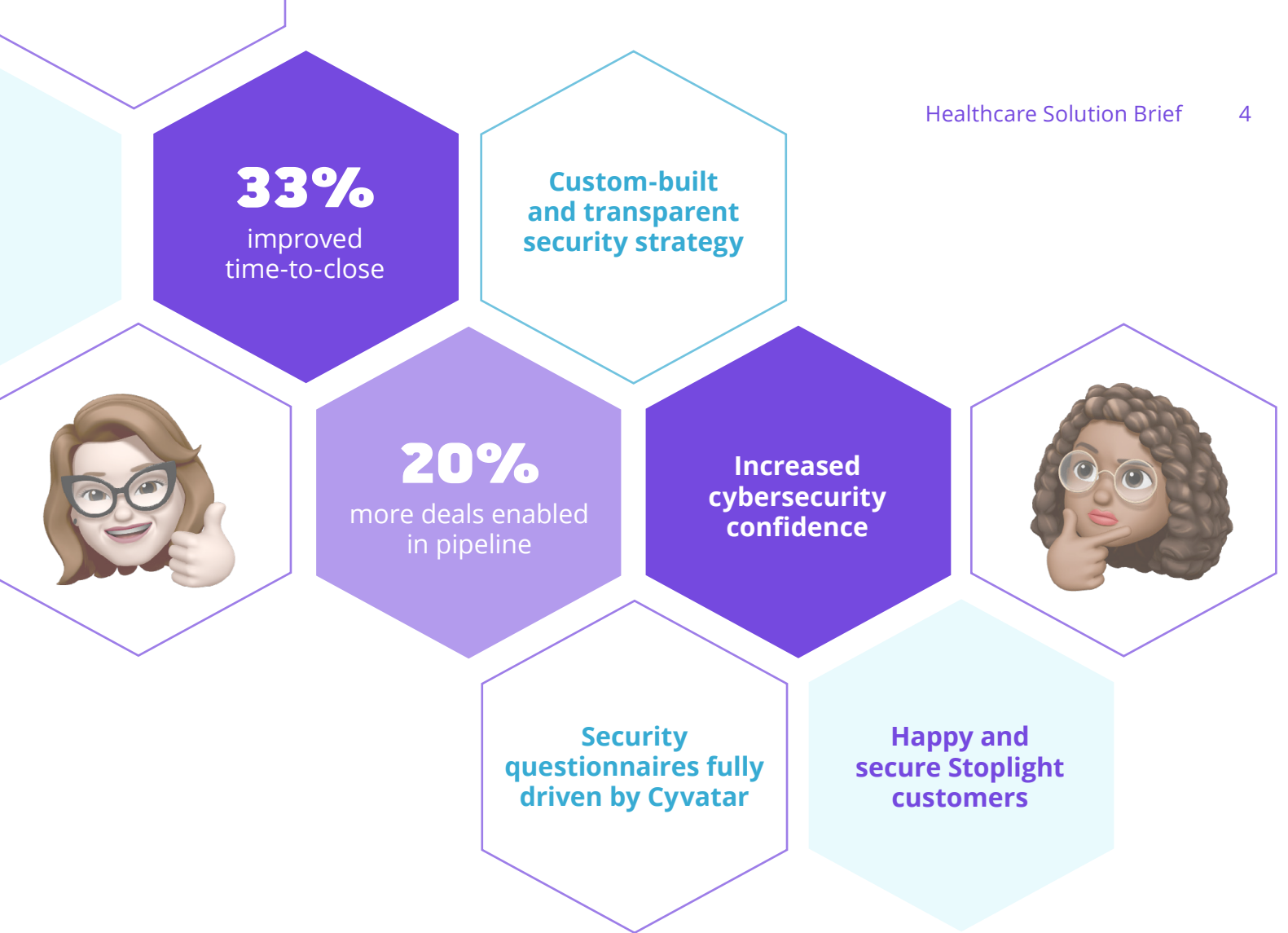
“Having Cyvatat not only clearly articulate our roadmap but also deliver the operational solutions we needed to close gaps and build a robust security program has been game changing for us,” said Stoplight Chief Technology Officer Jason Harmon. **“I've built security functions in previous businesses and I know how much time and money it normally takes; with Cyvatat I can focus on delighting our customers.”**

CFO Somers added, **“With Cyvatat, we improved our time to close by 33% and opened roughly 20% more deals from an on-premise motion to a SaaS motion.”**

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JASON HARMON
CTO, Stoplight





About Cyvatar

Cyvatar is the industry's first membership-based, cybersecurity-as-a-service (CSaaS) company, empowering members to achieve successful outcomes by providing expert advisors, proven technologies, and a strategic process roadmap to guarantee results that map to their business drivers. Our approach is rooted in proprietary ICARM (installation, configuration, assessment, remediation, maintenance) methodology for better, faster security compliance and cyber-attack protection at a fixed monthly price. And because we're a subscription, members can cancel anytime. Cyvatar is headquartered in Irvine, California, with locations around the world.

If you're looking to supercharge your startup's sales engine, become a Cyvatar member today and enjoy 30 days free.

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