Continuous Security Assessment Ensuring Secure Product Development

Overview

ClickFunnels is a SaaS-based software that helps businesses create effective and high-converting sales funnels. It was founded in 2014 and has since become one of the fastest-growing privately-owned SaaS companies in North America. With **over $100 million in annual sales and over 100,000 paying customers**, It **collects millions of sensitive data of business organizations** to convert website visitors into customers.

As a large SaaS platform, security is a top priority to protect against cyber attacks during product development. With regular updates and advancements, continuous security was needed to ensure the platform's safety. eSecurify, a leading security company, worked as an external security team for a year to secure the entire platform, including legacy funnel builder software, actionetics, backpack, membership sites, and marketplace. Through their efforts, the platform was able to provide enhanced security for its customers and protect against potential threats.

Company
Etison LLC

www.clickfunnels.com

Industry
Automated Strategic Sales Builder

Location
United States

Case Study
Ongoing Security Assessments during Product Development

Technology
SaaS Platform

Challenges

ClickFunnels was in search for an experienced cybersecurity partner who can conduct continuous security assessments during the product's development phase to identify and mitigate every potential security threats.

ClickFunnels wanted a continuous support of strong cyber security partner through out its product's SDLC

eSecurify was very easy to work with, the customer service was great, and the overall experience was top notch. Their reports are thorough, easy to interpret, and contain the vital information we needed regarding our security.

I'd definitely recommend them to anyone looking to check the security of their platform.

Ryan Montgomery
COO, ClickFunnels

Solution

Recognizing the need of ClickFunnels, eSecurify provided ongoing security assessments throughout the product development cycle. Leveraging a range of manual and automated testing techniques, eSecurify identified potential vulnerabilities in the entire product, which collects significant data related to business planning and sales growth strategies which particularly includes customers sensitive information, Bank details etc for a diverse range of business organizations. The security testing was conducted concurrently with product development, providing ClickFunnels with confidence that the SDLC was supported by robust security measures. The partnership between ClickFunnels and eSecurify has demonstrated the importance of continuous security assessment to ensure product success and protect sensitive data.

Benefits of eSecurify

eSecurify pays close attention to every detail, ensuring that no security issue goes unnoticed.

eSecurify is committed to providing exceptional service to its clients, putting their needs first and ensuring their satisfaction.

eSecurify provides comprehensive reporting on its security assessments, allowing clients to fully understand the results and take appropriate action.

About eSecurify

eSecurify is an **award winning cyber security company** based in India that offers services such as vulnerability assessment, penetration testing, and security consulting. **Founded by Smit Shah in 2016**, the company has established itself as a reputable player in the cybersecurity industry. eSecurify **has served more than 110 clients across various sectors, including banking, finance, and healthcare**. The company has also expanded its **services globally and has served clients in over 10 countries**. With its expertise and innovative solutions, eSecurify is committed to providing comprehensive security solutions to protect organizations from cyber threats. We recently launched Pentest Ground, a product that provides full-stack security assessments.