



Customer Case Study



MEDIAFLY OBJECTIVE:

Compliance and Customer Confidence

The Challenge

MediaFly provides sales enablement and transformation solutions for the world's Fortune-ranked companies. MediaFly was motivated to invest in an application security scanning solution to reduce their corporate risk of server-side intrusions, and to meet their compliance needs both for internal policy and external governance. MediaFly needed WhiteHat Security's help to reduce the total time to remediate window and find new vulnerabilities with a constant rolling release schedule, minimizing the risk of exposure.

The Use Case

Jason Shah is responsible for leading the product management and engineering teams, ensuring that MediaFly's constructed solutions are constantly providing value for clients. He was looking for a way to minimize the window of exposure to exploits through continuous scanning for always-on risk assessment. He also needed to optimize his developer time and free up resources to work on core projects, and minimize disruption to the Software Development Life Cycle. With Sentinel Dynamic, Shah says that, "Issues that are discovered are done so less than a day after release. The issue is top of mind for the developer, and as a result the fix is made and released very quickly."

PCI DSS requirements require both external and internal scanning. Sentinel's dynamic scanning of web applications help financial organizations meet those criteria. Sentinel's PCI DSS reporting meets this criteria, and can contribute to improved awareness of change management and compliance to help reduce risk.

WHITEHAT DAST KEY BENEFITS

- Fully-managed platform, with near zero false positives
- Run scheduled assessments daily or on demand
- Advanced analytic capabilities to monitor trends and key statistics like remediation rate, time to fix vulnerabilities, and age of vulnerabilities
- Open API integration with bug tracking systems, SIEMs, GRC, RASP, and WAF products
- Built-in PCI DSS reports
- Executive Dashboard
- WhiteHat Security Index
- Peer Benchmarking

“ Issues that are discovered are done so less than a day after release. The issue is top of mind for the developer, and as a result the fix is made and released very quickly. ”

Jason Shah - CTO, Mediafly

The Result

Using WhiteHat's Sentinel Dynamic improved MediaFly's time to discover and remediate vulnerabilities exponentially, starting from increasing awareness to baselining the application security posture of the organization as a whole.

Jason Shah, CTO of MediaFly, says, "We've used Sentinel reports to clearly illustrate the state of security across the front line of our products to prospects and clients. It has actually become a valuable sales and compliance tool for us."

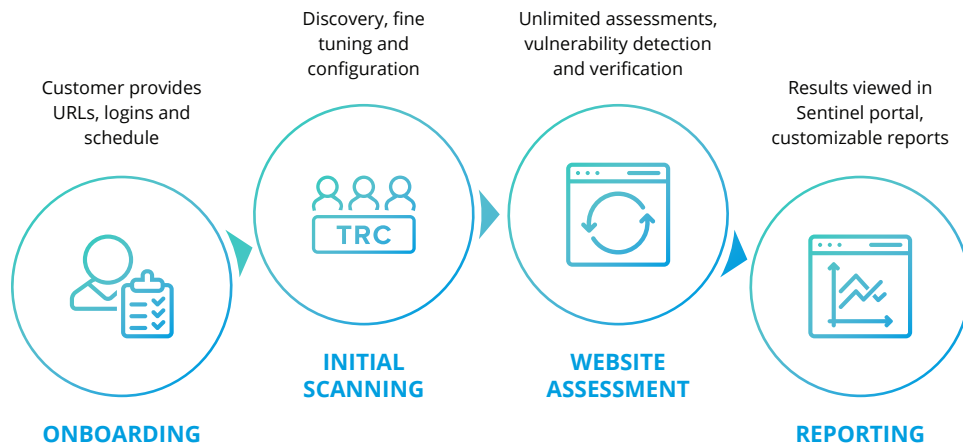
Fortune 500 customers can see verified results and reports on MediaFly's applications at the executive level, confirming their security for such ISO 27001 requirements as:

- input validation
- authentication
- authorization
- session management

“ We’ve used Sentinel reports to clearly illustrate the state of security across the front line of our products to prospects and clients. It has actually become a valuable sales and compliance tool for us.”

Jason Shah - CTO, Mediafly

How Sentinel Dynamic Works



About WhiteHat Security

WhiteHat Security has been in the business of securing web applications for 15 years. Combining advanced technology with the expertise of its global [Threat Research Center \(TRC\)](#) team, WhiteHat delivers application security solutions that reduce risk, reduce cost and accelerate the deployment of secure applications and web sites. The company's flagship product, [WhiteHat Sentinel](#), is a software-as-a-service platform providing dynamic application security testing (DAST), static application security testing (SAST), and mobile application security assessments. The company is headquartered in Santa Clara, Calif., with regional offices across the U.S. and Europe. For more information on WhiteHat Security, please visit www.whitehatsec.com.