Product Snapshot: Cenzic

3 product lines compete with Sentinel:
Cenzic Hybrid – On premise hybrid solution. Known to be challenging to configure and train.
Cenzic Managed Cloud – completely automated scanner means superficial coverage and it won't get through entire site, doesn't test exhaustively for XSS and SQL attacks. Provides monthly, quarterly and semi-annually assessments.
Cenzic Cloud - SaaS based service that is the closest match to Sentinel services.
Plus

- No verification of vulnerabilities
- High level of expertise required to operate and maintain
- Limited "named" and "read only" user licenses

In addition, Cenzic has many incremental costs and fees for:
Additional users * Quick start implementation services * API modules
Assessments performed on weekends * Annual maintenance costs

Top 10 Customer Challenges with Cenzic Deployments

1. Expertise and configuration knowledge to deploy the Cenzic scanner is exceptionally high
2. Low accuracy of results if scanner is not configured properly to address the website or any changes made
3. Complex licensing and maintenance scheme
4. Limited " named" and " read only" user licenses
5. Fees for scanner training and configuration
6. Product training may be required to operate
7. Customer has to start each scan - Unlimited but not continuous assessment
8. No trending analysis to measure risk exposure and remediation rates over time
9. Customer must commit to using the product for 2 to 3 years to realize an ROI
10. The entire company is less than ½ the size of WhiteHat's Threat Research Centers alone

Cenzic Promotions

HealthCheck tests a customer's website with the 3 most common vulnerabilities: Cross-Site Scripting, Non-SSL Password, and Password Auto-Complete. Access to the Cenzic Cloud service for 30 days to conduct a one-time website assessment service and receive the results.
The University Program provides this opportunity by giving free software (Cenzic Hailstorm Professional) to university students so they can learn how to create software programs with security in mind. The University deploys the product for student use in their lab network and provides feedback to Cenzic on a monthly basis.
Cenzic Charitable Organization Program - One free website test conducted by Cenzic's security experts using our Cenzic ClickToSecure Managed offering. Re-tests are available for a fee.

WhiteHat SECURITY

Top WhiteHat Advantages

1. SaaS vs. Hybrid
2. Continuous & unlimited assessment
3. Superior approach in identifying and verifying vulnerabilities, eliminating false positives and prioritizing results
4. Access to security engineers
5. Ease of use (no setup or configurations)
6. Trending analysis to show risk and exposure over time
7. Unlimited user accounts

Cenzic ScoreCard

Most praised for: Granular control to customize attacks
Dinged the most for: Challenging configuration and training of their scanner. Customers expected to train the scanner. Large delta in accuracy between trained and untrained results
Advantage over WhiteHat: Hybrid solution for sensitive markets like government
Key Markets: State government, (Ohio) civilian Federal agencies (Health and Human Services) large university systems

Cenzic Fun Facts

Cenzic has roughly 60 employees, less than 1/3 of total WhiteHat employees.

The entire company is less than ½ the size of WhiteHat's threat research centers alone.

Apparently, it takes a very, very long time to recoup the investment in Cenzic solutions.

Cenzic customers *"must also commit to using the product for at least two to three years to realize an ROI."* Yes really! **Check out page 5**

Pricing

WhiteHat SECURITY

Criteria	WhiteHat	Cenzic
Zero False Positives - Verified Results	Through WhiteHat Security's unique Threat Research Center, all Sentinel assessments are 100% verified to eliminate false positives.	Cenzic relies on a high degree of scanner customization and Stateful Assessment, a non-signature based approach to lowering false positive rates.
Access to Security Engineers / TRC Expertise	WhiteHat's Threat Research Center is a customer centric organization supporting client assessment with verification of vulnerabilities, business logic testing and customizing scanning to suite customer websites.	The Cenzic Intelligent Analysis (CIA) team is chartered with research as opposed to providing customer-centric services. The CIA lab only provides regular updates to its attack library (policies).
Continuous Assessment	WhiteHat Sentinel Services are automated so it can continually and simultaneously assess a customer's web application.	Cenzic HailStorm offers unlimited but not continuous assessment. So the customer has to start each scan. This is an important distinction between solutions. Cenzic calls this "continuous" but what they mean is that you can continually assess an application throughout the SDLC via unlimited assessments, VMWare integration, and re-testing of vulnerabilities.
Business Logic Testing	WhiteHat knows that effective business logic testing is impossible to automate and entails human interaction to customize a testing scheme based on application workflow, user roles and account privileges across roles and between users	Cenzic relies on Stateful Assessment, a non-signature based approach to providing business logic testing.
Trending Analysis	In addition to providing verified and prioritized results, Sentinel trending analysis tracks real time and historical data to measure risk exposure remediation rates over time. Sentinel compares your company's security profile against other organizations in the same industry. WhiteHat trending analysis provides users with a compelling source of cost justification and improvement data over time.	Cenzic's HARM scoring does not measure windows of exposure, risk, remediation or industry ranking over time. Instead the HARM Score allows users to rank vulnerabilities across applications so a user can remediate the greatest risks first.
Integration via Open XML API	Sentinel's open API enables integration with leading business process and risk management services, at no extra charge.	Cenzic charges between $2 to $12K for integration modules supporting • IBM Rational Clearquest • Imperva WAF • HP Mercury
Ease of Deployment	WhiteHat Sentinel is a complete turnkey full service SaaS solution. The customer is not required to set up any configurations to use our services. They simply log into the Sentinel portal to view vulnerabilities.	Customer is required to understand and apply all configuration variables required for the Cenzic service to scan their website. Cenzic is recognized as having one of the most challenging scanning services to configure for effective basic scans. Lack of effective training of their scanner has shown to cause a 50%+ loss of accuracy.