CM.com

CUSTOMER STORY

# How CM.com matches rapid business growth with improved cybersecurity through bug bounty programs


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## About CM.com

CM.com is a global leader in cloud software for conversational commerce. Its story began in 1999 with the sending of SMS messages to update nightclub and festival visitors.

Innovation and ambition soon kickstarted a fast-growing company that today enables businesses across the planet to deliver superior customer experiences through CM.com's communications and payments platform. Part of the company's mission is to "contribute to furthering technologies that benefit society."

## The challenge

### Delivering cybersecurity and up-to-date reporting in a fast evolving environment

For CM.com's global portfolio of business clients, the privacy and security of their customer data are primary concerns. While the Dutch software developer is enhancing user engagement and experience through its cutting-edge platform, its internal security teams also do everything they can to keep their client's data safe.

As part of its security strategy, CM.com regularly sends reports to its clients. Sándor Incze, CISO at CM.com, explains how delivering security information based solely on penetration tests (pentests), however, can give an incomplete picture of the levels of cybersecurity his team is providing:

> "At CM.com, we have lots of customers and often they have specific questions. They always ask us for pentest results. The challenge here is that a pentest will give you the result for a specific moment based on the knowledge of that specific pentester or pentesting group—but not all pentesters are equal. It's very hard to determine if the pentester you're hiring is good."

## The need for continuous cybersecurity & accurate reporting

Relying on pentests to ensure the quality of CM.com's security posture presented a two-pronged problem:

1. Internally, the pentests didn't provide frequent enough testing to match the rapid evolution of the platform.
2. They were potentially giving customers a less than accurate picture of the quality of security CM.com was providing.

Sándor and his team went looking for a more suitable strategy: one that would provide continuous security and up-to-date, accurate reporting for CM.com and its customer base.

## The solution

## Continuous, transparent, and highly specialized crowdsourced testing

When CM.com heard that bug bounty programs could meet their needs, they decided to approach the leading European-based bug bounty platform, Intigriti. Sándor explains how they got started:

> "We created a strategy regarding how to keep CM.com safe. We started with an Intigriti community that was fairly small, and in a closed, private community.
> And when we got more and more confident, we opened up"

## Transparent testing

The ability to integrate both private and public bug bounty programs incrementally was a real selling point for Sándor, as was the transparency the Intigriti platform afforded on how its security experts were testing CM.com's systems:

> "One great thing about the Intigriti platform is that every hacker has a unique and traceable ID, so we have up-to-date insights on who has been testing what as our bug bounty program progresses."


| COUNTRIES | TOTAL REVENUE INCREASE | FOUNDED | EMPLOYEES |
|---|---|---|---|
| 37 | +67% in 2021 | Netherlands | 1,000+ |

## Addressing pentest shortcomings

At the same time, the bug bounty program made it possible to address several of the shortcomings of relying too heavily on pentests:

> "The security testing experts each have their own specialty on Intigriti's platform. We still have the reports to demonstrate to customers that we do pentesting, but in addition, we have the Intigriti program for our own health, and so we know we are safe."

The specialized security experts worked to test CM.com's security through a continuous, round-the-clock approach. Internally, Sándor's team also found Intigriti's complementary triage service helped save time and prioritize findings:

> "Each finding is analyzed first by Intigriti before being sent to us. Therefore, we don't need to deal with duplicate items."

These components combined meant CM.com's cybersecurity was able to rapidly evolve into a security posture that satisfied Sándor, his team, and his customers' expectations.

**What's safe today may not be safe tomorrow, but at least we are trying to do our best, and we show to our customers that we absolutely do our best to keep the platform safe.**

**SÁNDOR INCZE**
CISO – CM.COM

## The result

# Building customer trust and internal know-how with crowdsourced cybersecurity

Today, Sándor is convinced that running a bug bounty program delivers the maximum level of cybersecurity possible for CM.com:

> “We will keep extending our bug bounty program with the new applications that we add to our platform.
>
> What’s safe today may not be safe tomorrow, but at least we are trying to do our best, and we show to our customers that we absolutely do our best to keep the platform safe.”

**Intigriti’s bug bounty platform is part of the complete security program that we have at CM.com. The security researchers in their community really challenge us.**

**SÁNDOR INCZE**
CISO – CM.COM

## Growing internal security awareness

While the reports submitted through the Intigriti platform continue to provide critical insights into the state of CM.com's security, they've also led to an unanticipated benefit. CM.com's continuous security testing also now provides a regular learning experience for the security and development teams at CM.com. As Sándor explains:

> "[The reports show] the developers what's wrong and how to fix it—and they actually like to work with that because they explain why it is a vulnerability and how the developer can fix it. They learn from it, and next time, they don't make the same mistake"

## Meeting expectations

Asked about the role of bug bounty programs in CM.com's security posture today, Sándor speaks enthusiastically of how crowdsourced security meets both CM.com's clients' expectations, and CM.com's internal needs:

> "Within our security strategy, a bug bounty program is the cherry on top because our customers expect us to do what needs to be done to keep their—and our—data safe. That's why we participate in a bug bounty program."

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