



# Product Security Platform

## The Need for Product Security

The increase in IoT and OT connectivity introduces new cybersecurity risks to organizations in a broad range of industries. By exploiting security gaps in products and systems that were previously air gapped and unreachable, attackers can severely impact business continuity and personal well-being.

The proliferation of vulnerabilities and offensive activities affecting connected products has pushed asset owners and regulatory agencies to rapidly increase their demands for improved security, while for manufacturers and vendors, it has significantly increased security-related risks to their business, reputation and bottom line. As a result, product security has become a critical function for both risk management and business growth.

## Automating Software Security Across the Product Lifecycle

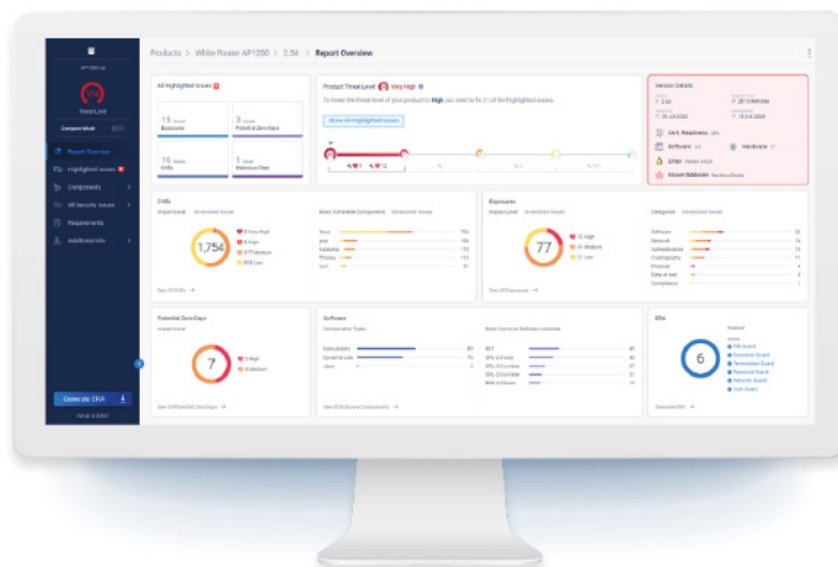
Vdoo provides an end-to-end product security platform that automates software security tasks across all stages of the product lifecycle, ensuring all issues are detected, prioritized, communicated, and solved efficiently. The platform empowers product security teams and developers to excel by reducing their manual overhead and allowing them to focus on what truly puts products at risk.

Vdoo provides everything organizations need to deliver secure products, from automated detection of security issues to intelligent prioritization and resolution guidance to continuous vulnerability monitoring and runtime protection. Our platform enables shorter release cycles by efficiently addressing security requirements both before and after product deployment.

## End-to-End Product Security Platform

The Vdoo platform uses advanced source code and binary analysis techniques to provide complete visibility and insight into software and hardware components and their security vulnerabilities, weaknesses and exposures in an automated process that takes minutes. It provides intelligent contextual prioritization of security risks, step-by-step actionable guidance to quickly fix the issues that pose the highest risk, and mapping of exposures to the security requirements of common standards. The platform is proactively updated with cyber threat intelligence and continually monitors for new vulnerabilities that are specific to the analyzed products.

Vdoo enables advanced runtime protection against both known and unknown threats through an automatically tailored embedded agent. The agent detects suspicious events, creates real-time security alerts, and actively blocks actions typically taken by attackers when attempting to compromise connected products, thereby mitigating vulnerabilities without requiring expensive and risky updates to the product's code.



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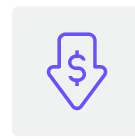
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## Benefit from Automated Security Across the Product Lifecycle



### Reduce risk levels

Reveal, prioritize, and efficiently mitigate first-and third-party software security issues



### Cut resource needs

Reduce security technology and service budgets, and the need for security experts



### Shorten time-to-market

Automate processes and focus on resolving the issues that really matter



### Control supply chain security

Gain visibility into the security of code and components from third parties



### Strengthen the brand

Gain a competitive edge by delivering secure products



### Achieve compliance

Verify that products comply with relevant standards, regulations and internal policies



### Enable new business

Monetize security with new business models and services



### Drive decision making

Gather risk assessment and trend data for actionable insights into product security

## Why Secure Your Products with Vdoo?

### Integrated

Combines all the capabilities you currently get from multiple point solutions, both automated and manual, in a single solution

### Comprehensive

Enables identification, prioritization, and resolution of a wide range of security exposures and vulnerabilities

### Smart & fast

Provides highly accurate rapid results that enable product security and development teams to focus on addressing actual risks

### Product-centric

Provides security capabilities that are specific to each product and aware of its attributes, components and configuration

### Full lifecycle

Secures the entire product lifecycle – from design and development through to deployment and maintenance

### Easily scalable

Integrates seamlessly into standard software development lifecycle (SDLC) and CI/CD processes

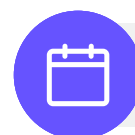
## Built on Industry-Leading Product Security Expertise

Vdoo's offering is built on the extensive experience of our team that includes world-class experts in software architecture and vulnerability research, reverse engineering, and binary code analysis. The team has analyzed thousands of firmware images, hundreds of millions of binaries, and thousands of vulnerabilities to generate a vast product security knowledgebase and has so far discovered more than 350 new zero-day vulnerabilities.



20,000

Device firmware images analyzed



355

New zero-day vulnerabilities discovered



100M

Binaries identified



1,300

Security requirements defined



1.5B

Devices impacted



5M

Third-party software files covered

## About Vdoo

Vdoo provides an end-to-end product security platform for automating all software security tasks throughout the entire product lifecycle, ensuring all security issues are prioritized, communicated, and mitigated. The vertical-agnostic platform empowers device manufacturers and deployers in a variety of industries to scale up their product security capabilities across multiple lines of business. Vdoo's automated approach to securing connected products enables clients to significantly shorten time-to-market, reduce resource requirements, increase sales, and lower overall risk profiles. Founded in late 2017 by serial entrepreneurs with extensive knowledge and experience in endpoint and embedded system security, Vdoo has offices in Israel, the US, Europe, and Japan and 90 employees around the globe.

For additional information, please contact us at [info@vdoo.com](mailto:info@vdoo.com) or visit our website at [www.vdoo.com](http://www.vdoo.com)

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