2023

Snyk Customer Value Study

Table of Contents

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Objective

The goal of the Snyk Customer Value Study is to understand how much quantifiable benefit customers have realized by leveraging the Snyk platform and how they think about their return on investment.

The goals of this research are to:

Identify the **most important value drivers** within customer organizations.

Explore **how well Snyk delivers** on these value drivers.

Understand the **quantifiable benefits and return on investment** Snyk customers have realized in the past year.

Methodology

Nearly 550 Snyk customer respondents from small and midsize to Fortune 500 organizations participated in this year's survey. Snyk partnered with Cascade Insights (a B2B market research firm) to design and administer this online survey for existing Snyk customers in 2023.
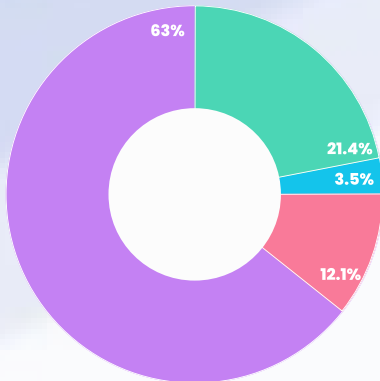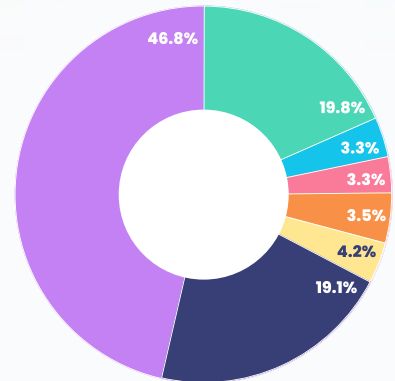
Who We Talked to

snyk

Country and industry
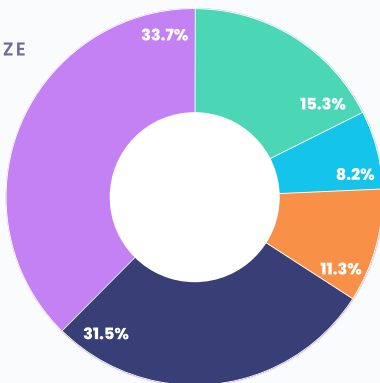
HQ LOCATION

- AMER
- EMEA
- APAC
- OTHER

63%
21.4%
3.5%
12.1%

INDUSTRY

- Software and Services
- Tech Hardware
- Media and Entertainment
- Healthcare
- Retail
- Finserv
- Other

46.8%
19.8%
3.3%
3.3%
3.5%
4.2%
19.1%

Organization size and developer count

ORGANIZATION SIZE

- 20,000+ employees
- 10,001 - 20,000 employees
- 5,001 - 10,000 employees
- 750 - 5,000 employees
- 750 or fewer employees

33.7%
15.3%
8.2%
11.3%
31.5%

NUMBER OF DEVELOPERS AT ORGANIZATION
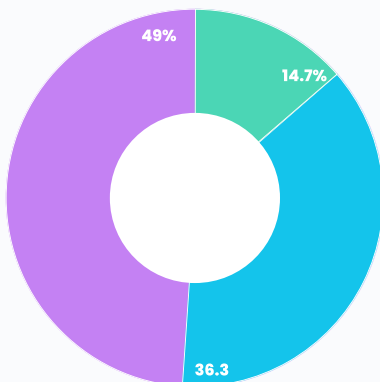
- 10,000+ developers
- 2,001 - 10,000 developers
- 501 - 2,000 developers
- 101 - 500 developers
- 100 or fewer developers

31.1%
5.3%
13.5%
20%
30.1%
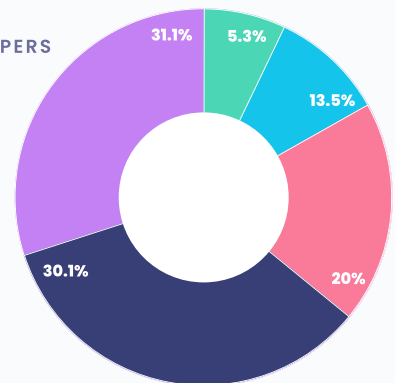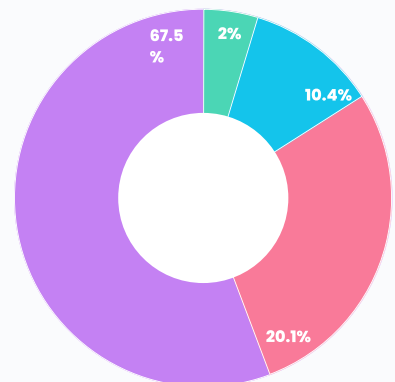
Department and job level

PERSONA

- DevOps
- Security/AppSec
- Software Development

49%
14.7%
36.3

SENIORITY

- C-level
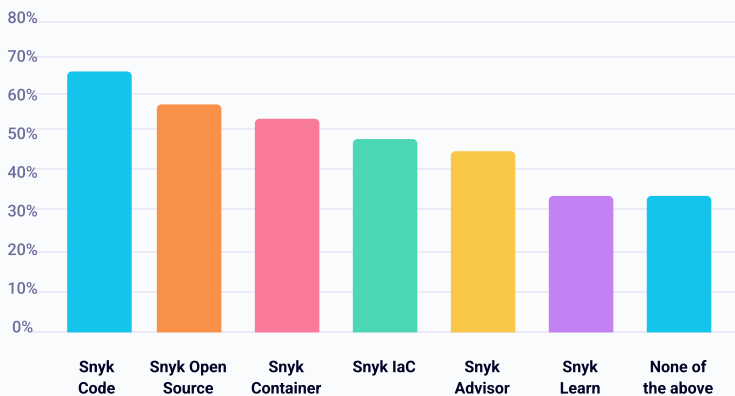- Director/VP
- Manager
- Engineer/ Professional

67.5%
2%
10.4%
20.1%

Programming language preferences

JavaScript, Python, and Java were the three most popular languages both in 2023 and in 2022.

Chart: Programming language preferences (bar chart, y-axis 0%–80%)
- JavaScript: ~68%
- Python: ~68%
- Java: ~53%
- HTML/CSS: ~48%
- SQL: ~45%
- Go: ~33%
- C/C++/C#: ~33%
- .NET: ~24%
- Ruby: ~12%
- PHP: ~11%
- Perl: ~3%
- R: ~3%
- Other: ~18%

Snyk tools that respondents are using

Chart: Snyk tools that respondents are using (bar chart, y-axis 0%–80%)
- Snyk Code: ~66%
- Snyk Open Source: ~57%
- Snyk Container: ~53%
- Snyk IaC: ~48%
- Snyk Advisor: ~45%
- Snyk Learn: ~33%
- None of the above: ~33%

The most used Snyk tools are:

1. **Snyk Code**
2. **Snyk Open Source**
3. **Snyk Container**

74.5%

are using 2+ Snyk products

Competitor usage and conversion

89.4%

of respondents report having used alternative solutions prior to bringing on Snyk.

In 2022, 83% of respondents reported having used alternative solutions prior to bringing on Snyk in 2022.

80.9%

of respondents report having evaluated alternative solutions in the past year and ultimately chose Snyk.

In 2022, 66% of respondents reported having evaluated alternative solutions and ultimately selecting Snyk in 2022.

Executive Summary

snyk

Customer ROI

Customers report that Snyk has helped drive substantial time savings and risk avoidance in the past year — **a 2x increase in ROI from 2022.**

+30

Development FTE

The average equivalent savings gained per organization from risk avoidance and developer productivity gains with Snyk as reported by over 500 customers.

Woolworths

equinor

servicenow

ICE

Spotify®

Deloitte.

CVS Health

intuit

About Snyk

Snyk understands how developers work & how they want security to work (focusing on finding & prioritizing important issues while making it simple to fix). Snyk allows security teams to focus on governance, automation, and policy instead of managing tickets and creating roadblocks.

The Snyk platform supports scale, working across the entire application stack from code to cloud & delivers the best security results powered by a world class security team, AI/ML, and our developer community.

Top considerations for leadership

What security and development leaders report valuing most in their security tooling

For CISOs

Risk reduction
43.8%

Compliance
30.9%

Automation
28.5%

Accuracy
24.2%

Security depth
23%

Reporting
19.5%

In 2022, the top three considerations were: risk reduction, coverage, and speed.

For CTOs

Risk reduction, automation
30.4%

Developer productivity
30.2%

Reliability & Performance
29.7%

Compliance
28.2%

Accuracy
25.7%

Ease of Use
22.2%

In 2022, the top three considerations were: ease of use, developer productivity, and reliability.

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Risk reduction

ROI (savings)
$3.49M
The average savings each customer realized in the past year based on risk avoidance having used Snyk.

Compliance
13 common standards
Snyk enables license compliance and maps to compliance standards including ISO, PCI, SOC2 & achieved FedRAMP "In Process" in 2023.

Accuracy
72%
OWASP industry benchmark score given to Snyk in 2023 representing the accuracy of automated software vulnerability detection tools.

Security depth
25M+ data flow cases
The Snyk Vulnerability Database is extensive and growing, using AI along with human curation to model 25M+ data flow cases.

Reporting
4 core AppSec pillars
Snyk's Enterprise Analytics provides an executive view into the performance of an organization's AppSec program.

Developer productivity

ROI (savings)
$1.59M
The average savings each customer realized in the past year based on automation & developer efficiency gains with Snyk.

Automation
70% increase
The average increase in automated remediation by customers using the Snyk platform in the past year.

Reliability and performance
2.4x faster
The average amount by which Snyk customers report Snyk's scanning is faster than alternatives.

Coverage
19 languages
Snyk covers 19 programming languages including 11 of the 15 top programming languages used most extensively by developers.

Ease of Use
12 days TTV
The average time to value Snyk customers report from purchase to initial scan.

Compliance

13 common standards

Snyk understands the importance of providing clear information about security practices, tools, resources and responsibilities. Snyk's infrastructure is certified as compliant with PCI, ISO 27001, ISO 27017, and SOC 2 Type II standards and we achieved the FedRAMP "In Process" distinction in 2023. Our adherence to security regulations is independently certified annually.

To help customers automate compliance assessments, Snyk IaC now supports 10+ compliance standards — including CIS Benchmarks for AWS, Azure, and Google Cloud, SOC 2, PCI DSS, ISO 27001, HIPAA, and more.

In addition, Snyk's license compliance management is enforced within the tools and workflows developers use, so you maintain a rapid pace of development while remaining compliant with open source licenses. Snyk also provides confidential, comprehensive open source audit services.

Accuracy

OWASP benchmark: 72%

The OWASP benchmark is the industry standard and a Java test suite designed to evaluate the accuracy, coverage, and speed of automated software vulnerability detection tools.

As of 2023, Snyk's OWASP score is a 0.72 (on a scale of 0-1), improving 2.2x in less than a year.

Coverage

19 languages

Snyk covers 19 programming languages including 11 of the 15 top programming languages and IaC formats used most extensively by professional developers (according to Stack Overflow's 2023 Developer Survey). In addition, Snyk covers 25+ package managers and frameworks, Terraform, and other popular IaC formats, and 12 popular Linux distributions used in containers.

citrix™

Snyk provides a wide range of coverage for Citrix

"Our developers use virtually every language except COBOL and we use both cloud services and on-prem systems. Snyk tested well in our diverse environment and ticked off more boxes than the other tools we were testing."

Valentin Potier
Product Security Engineer

Reporting

4 core AppSec pillars

Enterprise Analytics provides executives as well as AppSec leaders and practitioners a view into the performance of their AppSec program (including their coverage, exposure, management, and prevention). Snyk customers can understand at a glance the strengths and weaknesses of their program, identify where successful practices can be discerned, and uncover the largest opportunities for improvement that warrant investment.

smartsheet

Snyk provides a single pane of glass for Smartsheet

"We have the challenge of maintaining that our open source code has the proper security and risk management in place. A single pane of glass is a great benefit that adds to the value that the team is getting out of Snyk today."

Chris Peake
VP of Information Security (CISO)

Automation

70% increase

The Snyk platform supports DevSecOps principles by integrating directly into developer workflows to automate secure code development. Snyk automates security checks in the pull request process and in the build pipelines to scan code for insecure libraries and third-party dependencies and build automated protections into code. Snyk also provides one-click fix PRs and remediation advice for your code, dependencies, containers, and infrastructure as code.

As an example, a major retail customer automated deployment and initial Snyk tests across over 10K repositories in a single night. Snyk automates feedback loops in the IDE and throughout the software development lifecycle to deliver information about bugs and vulnerabilities back to developers as they work. This enables security and development teams to deliver secure software at scale.

In the past year, customers increased automated remediation by 70% using the Snyk platform.

equinor

Equinor relies on Snyk to help manage application security risk through automation

"All modern IT projects today pull in volumes of code from open source projects. It is not possible to read and understand this code, and as such this becomes a legitimate application security risk… Given the complexity of this landscape, using automated tools quickly becomes a requirement to keep software patched and secure. So what can we do to mitigate this risk? The current strategy in Equinor is to automatically scan the projects using tools like Snyk. These tools can scan code repositories continuously and on every pull request. They will find your Dockerfiles, npm package-locks, pip requirements and many other packaging formats and check if you are currently installing a dependency with an associated known vulnerability. They will also assist you in assessing the severity and suggesting mitigating actions."

Lars Kåre Skjørestad
Application Security Advocate

Reliability & performance

2.4x faster

Speed is essential for a solution to be developer-friendly. It's widely known that developers are most efficient when security issues are identified during the development process so they can be addressed before the code gets checked in.

Customers reported that, compared to alternative solutions they had previously evaluated or used, Snyk scans were 2.4x faster on average, providing added efficiency for their development teams.

Ease of use

12 days TTV

Snyk's cloud-first deployment options offer ease of use and scalability while also providing the required level of data protection.

Customers reported that on average, it took 12 days from purchase to initial scan using the Snyk platform. Customers reported that full implementation (defined as scanning 90% of initially targeted repos) took 48 days, on average.

Security depth

25M+ Data flow cases

Snyk's Vulnerability Database covers 3x more vulnerabilities than the next largest public database and Snyk users detect and remediate issues 47 days faster (on average) than with the next largest vulnerability database. Snyk covers 25+ package managers and frameworks, Terraform and other popular IaC formats, and 12 popular Linux distributions used in containers.

Snyk's security intelligence combines public sources, data from the developer community, proprietary expert research, machine learning, and hybrid AI.

To stay constantly up-to-date with the latest code patterns, flaws, and fixes, Snyk DeepCode AI utilizes multiple security-specific AI models along with human curation to model 25M+ data flow cases, and growing.

ICE

Intercontinental Exchange leverages Snyk for its AI capabilities to ensure they're shipping secure code faster

"When it comes to developer productivity gains, the recent explosion of generative AI innovation has been welcomed by many with a mixture of enthusiasm and relief. As a security leader, however, my foremost responsibility is to ensure that all of the code we create, whether AI-generated or human-written, is secure by design. By using Snyk Code's AI static analysis and its latest innovation, DeepCode AI Fix, our development and security teams can now ensure we're both shipping software faster as well as more securely."

Steve Pugh
CISO

Measuring Success & Snyk Strengths

82.7%

of customers report developer process improvements with Snyk vs. prior to Snyk

Security

Top reported Snyk benefits

- Developer-first/friendly
- Automation
- Visibility
- Time to value (TTV)
- Coverage

DevOps

Top reported Snyk benefits

- Developer-first/friendly
- Automation
- Visibility
- Security depth
- Reducing risk

Development

Top reported Snyk benefits

- Developer-first/friendly
- Automation
- Visibility
- Reducing risk
- Coverage

Executive

Top reported Snyk benefits

- Developer-first/friendly
- Automation
- Visibility
- Security depth
- Supply chain security

"A key thing that Snyk has done well is [offer us] a developer-centric product. Snyk is top of mind when you think about which vendors are out there, really selling to the developer persona. We have an internal idea of what it means to be excellent at application security. Snyk has been a partner that fits our vision for excellence at delivering actionable findings to developers."

Jacob Salassi
Director of Product Security

snowflake

Snyk fits Snowflake's vision for application security excellence

How Snyk customers measure the success of their DevSecOps programs

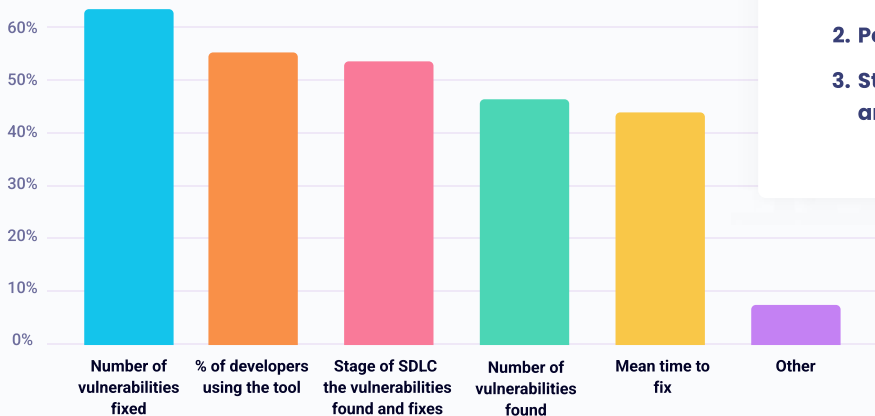The top 3 reported KPIs for measuring DevSecOps success are:

1. **Number of open security vulnerabilities**
2. **Time to fix security vulnerabilities**
3. **Automated test coverage**

Chart categories (left to right):
- # of open vulnerabilities
- Time to fix vulnerabilities
- Automated test coverage
- Time to detect vulnerabilities
- Cycle time to deploy code changes
- # vulnerabilities post-deployment
- False positives rates
- Number of builds failed
- Cost to remediate audit failed
- Build time delay
- Other

How Snyk customers measure the success of tools like Snyk

The top 3 success metrics for tools like Snyk are:

1. **Number of vulnerabilities fixed**
2. **Percentage of developers using tool**
3. **Stage of SDLC in which vulnerabilities are found and fixed**

Chart categories (left to right):
- Number of vulnerabilities fixed
- % of developers using the tool
- Stage of SDLC the vulnerabilities found and fixes
- Number of vulnerabilities found
- Mean time to fix
- Other

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RISK REDUCTION

Customer Value with Snyk

87.9%

of customers report that Snyk has helped reduce risk
in their organizations.

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Risk reduction

ROI (savings)
$3.49M
The average savings each customer realized in the past year based on risk avoidance having used Snyk.

Number of vulnerabilities found
2.3x increase
The change in number of critical & high vulnerabilities found across all Snyk customers in 2023.

Code quality improvements
80.7%
The percentage of customers who report code quality improvements using Snyk over alternatives.

Number of vulnerabilities fixed
50M (4.9x increase in one year)
The total number of vulnerabilities fixed by all customers using the Snyk platform in the past year.

Shifting left
1.8x
Customers report being 1.8x more likely to reach shift left maturity with Snyk as compared to alternatives.

Mean time to fix (MTTF)
45% (72-day reduction) decrease
The average change in MTTF each customer was able to achieve in the last year using the Snyk platform.

Zero-day vulnerabilities
90% fixed within 2 days
The percentage of customers exposed to cURL who fixed within 2 days of discovery using Snyk.

ROI: Risk avoidance

Snyk customers see significant savings based on company size and level of risk avoidance with Snyk thanks to early detection & remediation capabilities.

	All Sizes	Small & Midsize (750 or fewer employees)	Commercial (750 - 5,000 employees)	Enterprise (5,000 or more employees)	Fortune 500
Cost of a breach by company size	$4.45M	$3.31M	$4.08M	$5.07M	
Initial attack vectors	The initial attack vectors for which Snyk is most likely to help mitigate a breach include: • Known, unpatched vulnerabilities (6% of breaches) • Cloud misconfiguration (11% of breaches) • Unknown (zero-day) vulnerabilities (11% of breaches)				
Overall ROI based on risk avoidance	**USD $3.49M**	**USD $2.21M**	**USD $3.17M**	**USD $4.44M**	**USD $4.80M**

Risk reduction

Average increase in unique vulnerabilities fixed in the past year

All company sizes

142% increase

The average increase in vulnerabilities (high and critical severity) that each customer organization has fixed in the past year. (50 days MTTF)

Small & Midsize

(750 or fewer employees)

105% increase

in fixed critical & high vulnerabilities (67 days MTTF)

Commercial

(750 - 5,000 employees)

144% increase

in fixed critical & high vulnerabilities (71 days MTTF)

Enterprise

(5,000 or more employees)

162% increase

in fixed critical & high vulnerabilities (36 days MTTF)

Fortune 500

213% increase

in fixed critical & high vulnerabilities (30 days MTTF)

Risk reduction

Zero-day vulnerabilities:

90%

The percentage of customers exposed to cURL who fixed within 2 days.

7.44 days

(72% fixed within 2 days)

The average time it took for Snyk customers to remediate CVE-2023-5129.
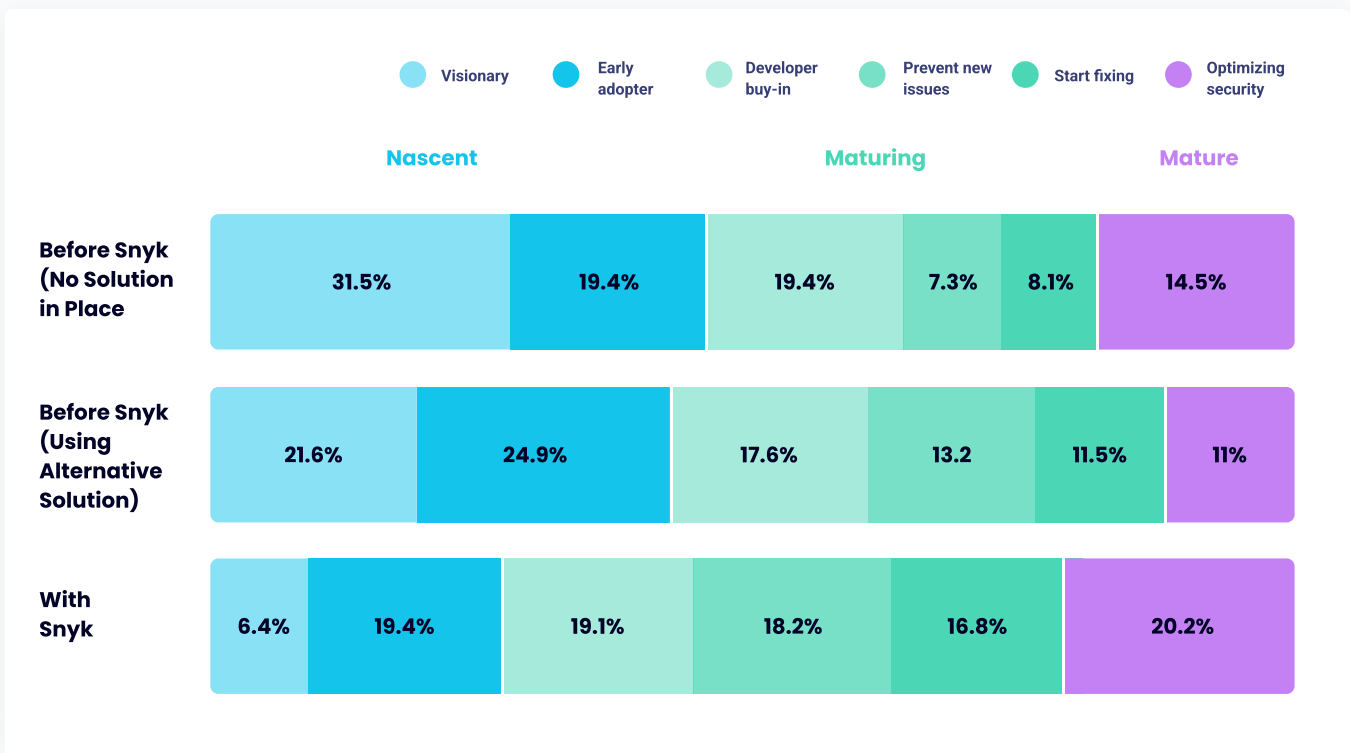
12.9 days

(93% fixed within 2 days)

The average time it took for customers to remediate CVE-2023-4863.

On Oct. 11, 2023, the maintainers of cURL released the 8.4.0 versions of curl and libcurl to mitigate a high severity, heap-based buffer overflow (proof-of-concept and the initial notification) that could impact systems with a specific configuration and preconditions. This zero-day vulnerability was present in packages from several managed and unmanaged open source ecosystems, including (but not limited to) C/C++, cargo, cocoapods, npm, NuGet, pip, and pub, as well as various Linux distributions such as Alpine, Debian, RHEL, and others.

Shift left progress to maturity with Snyk

1.8x

Customers report being 1.8x more likely to reach shift left maturity with Snyk as compared to alternatives.

Legend: ● Visionary ● Early adopter ● Developer buy-in ● Prevent new issues ● Start fixing ● Optimizing security

	Nascent		Maturing			Mature
Before Snyk (No Solution in Place	31.5%	19.4%	19.4%	7.3%	8.1%	14.5%
Before Snyk (Using Alternative Solution)	21.6%	24.9%	17.6%	13.2	11.5%	11%
With Snyk	6.4%	19.4%	19.1%	18.2%	16.8%	20.2%

Risk reduction

How customers report Snyk adds value to their organizations

Early detection

Snyk makes developers aware of vulnerabilities early in the process so that they could make fixes prior to code deployment. In particular, respondents highlight automated scans, integration with CI/CD pipelines, and PR checks as the biggest aides in early detection.

*(Extrapolated from over 500 customer responses)

natera™

Natera enables security & development partnership with Snyk

"I want everybody to see security as their partner and something that enables them. And having something early in the lifecycle truly does that. So we start with the IDE implementation and integrate with the repositories. This helps us understand the context around security vulnerabilities in our dependencies, helping us make informed decisions."

Charlotte Townsley
Director, Security Engineering

Risk reduction

How customers report Snyk adds value to their organizations

Accurate & actionable

Customers emphasize Snyk's scanning engine accuracy and how effectively Snyk identifies vulnerabilities in source code, open source components, and containers. Snyk also provides actionable recommendations, saving users time on mitigation efforts.

*(Extrapolated from over 500 customer responses)

APPLIED

Applied Systems relies on Snyk to enhance their security with the best information for their development teams

"Adopting Snyk allows Applied Systems to align our security and development goals to deliver more value to our customers. Snyk accelerates our development process and ensures our engineers have the best information possible to enhance the security of our product portfolio."

Tanner Randolph
CISO

Risk reduction

How customers report Snyk adds value to their organizations

Increased visibility

Snyk improves visibility into code and dependency vulnerabilities. This increases visibility raised security awareness among developers, making them and their organization as a whole more proactive in addressing security considerations.

(Extrapolated from over 500 customer responses)

INTUIT

Intuit achieves added visibility with Snyk

"Of course, it's really important to prevent security issues. They're not just expensive to handle, they're also a red mark on a project that developers don't want to see. To avoid this reaction, it's key to provide understandable policies and visibility that works in a natural security feedback loop to make it easier for developers to not make mistakes. Give them a path of least resistance that encourages the fix, rather than the avoidance. Tooling also has a part to play in how developers find and fix security issues. I encourage developers to bring their own security tools. People want the feeling of contribution and ownership. Snyk was brought into Intuit, through the development team bringing it to security as the tool they wanted to use."

Vlad Nikolov
Principal Security Engineer

Risk reduction

How customers report Snyk adds value to their organizations

Enabling a cultural shift

Snyk's presence leads to a cultural shift toward a DevSecOps approach, prioritizing security as an integral part of development. This shift improves collaboration between security and development teams to address security concerns during code creation.

(Extrapolated from over 500 customer responses)

DFDS

DFDS achieves cultural shift with Snyk

"Since implementing Snyk, we're getting a lot of questions around, 'What's this? What's the CVE? What's MITRE?' So people are actually starting to read the vulnerability details in Snyk Learn and trying to understand, for example, what SQL injection is. And that shows that with Snyk, we're indirectly starting to create a culture of curiosity. And a culture of curiosity around security is great because if we can take that curiosity and turn them into a security champion, then you've got influence within a team."

John Smith
Domain Architect - SecOps

snyk

DEVELOPER PRODUCTIVITY

Customer Value with Snyk

82.7%

of customers report that Snyk has helped improve developer processes in their organizations.

snyk

Developer productivity

ROI (savings)
$1.59M
The average savings each customer realized in the past year based on automation and developer efficiency gains with Snyk.

Time savings
16.4 hours saved
The average time saved per vulnerability found & fixed with Snyk vs. prior to Snyk.

Developer process improvements
82.7%
The percentage of customers who report improved developer processes with Snyk vs. prior to Snyk.

Time to implement
48 days
The average reported time to fully implement the Snyk platform in 2023 (defined as scanning 90% of initially targeted repos).

Projects added
141% increase
The average growth in projects scanned per customer in the past year using Snyk.

Contributing developers
79% increase
The average growth in contributing developers using the IDE in the past year.

Scan times
2.4x faster
On average, customers report significant time savings scanning with Snyk as compared to alternatives.

ROI: Developer productivity

Snyk customers report added efficiency by shifting left with Snyk

	Average hourly developer rate	Average developer time savings per vulnerability	Annual developer time savings per organization	Total annual savings per organization
All company sizes			20,729 hours	**USD $1.59M**
Small & Midsize (≤750 employees)			12,628 hours	**USD $987K**
Commercial (750–5,000 employees)	USD $85	16.4 hours	31,192 hours	**USD $2.40M**
Enterprise (5,000+ employees)			40,983 hours	**USD $3.04M**
Fortune 500			107,813 hours	**USD $8.12M**

Developer productivity

Time to find and fix vulnerabilities

On average, respondents of all company sizes estimate that they are able to find and fix

2.6x faster

with Snyk than alternative solutions
(7.2 hours saved per vulnerability found & fixed with Snyk vs. alternatives).

Number of hours respondents estimate it takes them to find and fix a vulnerability

	Prior to Snyk	With Snyk	Difference
All company sizes	**27.8 hours**	**11.4 hours**	**60% decrease** (16.4-hours saved)

Developer productivity

Scan times: Snyk vs. alternatives

On average, respondents of all company sizes estimate that their scan times are

2.4x faster

with Snyk than alternative solutions.

Estimated scan times with alternative application security solutions vs. Snyk

	Prior to Snyk	With Snyk	Difference
All company sizes	31 minutes	13 minutes	58.1% decrease (18-minute reduction)

Developer productivity

Time-to-value (TTV) and implementation (defined as scanning 90% of initially targeted repos)

	TTV/first scan	Full implementation	Scale of deployment
All company sizes	12 days	48 days	309 developers
Small & Midsize (≤750 employees)	9 days	45 days	29 developers
Commercial (750–5,000 employees)	16 days	46 days	112 developers
Enterprise (5,000+ employees)	14 days	55 days	1,783 developers
Fortune 500	13 days	59 days	1,951 developers

18 days was the average TTV that Snyk customers reported from purchase to initial use in 2022.

56 days was the average time it took for customers to fully implement Snyk in 2022.

Developer productivity

Developer adoption

Private repos
34% growth
in contributing developers in the past year using private repos.

API usage
204% growth
in contributing developers in the past year using the API.

CLI & CI scans
71% growth
in contributing developers in the past year using the CLI.

IDE
79% growth
in contributing developers in the past year using the IDE.

Developer adoption in the Fortune 500
3x increase
Fortune 500 customers report having driven a 3x increase in developer adoption in the past year with Snyk.

Benefits of Snyk Learn

Snyk Learn teaches developers how to stay secure with interactive lessons exploring vulnerabilities across a variety of languages and ecosystems.

Fixes
Snyk Learn customers report fixing
22% more
vulnerabilities in a year than other Snyk customers.

Shift left
Snyk Learn customers were
63.1%
more likely to advance their shift left with Snyk as compared to their maturity prior to Snyk.

Developer productivity

How customers report Snyk adds value to their organizations

Enabling automation

Snyk's integration with CI/CD pipelines, IDEs, and version control systems enables automation for security scans, reporting, and feedback. Automated PR checks and pipeline scans ensured that vulnerabilities are caught before code goes into production.

(Extrapolated from over 500 customer responses)

Snyk helps lower TCO for Reddit through automation

"Without Snyk… many security tasks would take a lot of time with Reddit's scale, so automating some of these things has reduced the operational burden and lowered the total cost of ownership for adopting the Snyk platform."

Spencer Koch
Principal Security Engineer

Developer productivity

How customers report Snyk adds value to their organizations

Mitigation efficiency

Snyk's tools and features facilitate efficient vulnerability mitigation for customers. Snyk provides actionable insights and guidance on how to fix vulnerabilities. The tool's ease of use and integration into existing workflows makes it simpler to prioritize, plan, and execute the mitigation process.

(Extrapolated from over 500 customer responses)

CBRE moves toward a frictionless developer experience

"In my view, we need to relate back to the developer mindset; developers take great pride in the code [they produce]… While you invest in your tooling, we also need to think about the people aspect & how you're going to drive the culture piece. Self-serviceability comes with accountability. The way you measure accountability in a self-serviceability paradigm is to have metrics associated; accountability is drawn by using metrics that tell you how every product team is doing. Organizations need to think about this when they want to move toward a frictionless experience."

Khadir Fayaz
Group VP, Digital & Technology

Neiman Marcus chooses Snyk to enable a feedback loop with developers & enhance their AppSec program

"We were facing a gap in application security. We wanted to somehow connect the silos, connect these two worlds together to make sure that we had the right cadence, and the feedback loop that we have for cloud security… (and also apply that) to application security. That's when we looked at Snyk and understood that it was exactly what we wanted. "

Omar Peerzada
Cyber Security Architect

Developer productivity
How customers report Snyk adds value to their organizations

Ease of Use

Customers acknowledge Snyk's user-friendly interface, both in terms of the dashboard and the command-line interface (CLI). They also like that Snyk offers integrations with various development tools, making it seamless to incorporate security measures into their processes.

(Extrapolated from over 500 customer responses)

KOMATSU®

Komatsu Australia drives developer buy-in with Snyk

"Trying to change the culture of business development teams is challenging. Their priority is building new functionality and we want to support that but we also want to prioritize fixing vulnerabilities. Because Snyk is so developer friendly, it makes it easier to get the development teams' buy-in. The feedback from our developers has been very positive. In addition, the feedback from the security teams is also positive because Snyk gives them the peace of mind that we're being proactive about monitoring and resolving issues and reducing risk."

Eric Cheng
Digital Solutions Architect

Developer productivity
How customers report Snyk adds value to their organizations

Positive impact on processes

Snyk positively impacts respondents' risk posture by helping them detect vulnerabilities early in the SDLC. Customers also appreciate Snyk's developer-centric approach, as it provides guidance and actionable insights that help users adhere to best practices while coding.

(Extrapolated from over 500 customer responses)

SHOPBACK

Shopback sees positive results in just 60 days with Snyk

"The major differentiators [with Snyk] were easy integration with GitLab CI, and faster results. Snyk also has several features available within the CLI. For example, it can filter or target specific vulnerabilities by level, type, or location. Most other tools I've used don't have this filtering mechanism [which is] much more cumbersome.

We're glad to have a reliable source of information about all of our third-party software, so our developers can be first to know about any critical vulnerabilities.

With the auto-fix feature, the developer doesn't have to search around and wonder, 'How do I fix this?' Instead, they can click on a button, the right patch or upgrade is prepared, and then they just merge it."

"I believe we see success in these beginning stages because the platform is well-integrated into our existing ecosystem."

Dipin Thomas
Engineering Manager

Benefits of the Snyk Platform & Add-On Services

75.6%

Platform customers report that in 75.6% of organizations, they've been able to eliminate at least one alternative tool by consolidating with Snyk.

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Benefits of the Snyk Platform

From customers leveraging the full Snyk platform:

Snyk Code **Open Source** **Snyk Container** **Snyk IaC**

Risk reduction

Platform customers report fixing

2.1x

the number of vulnerabilities in a year as compared to non-platform customers.

Developer adoption

Platform customers drive an estimated

13.8% higher

developer adoption than non-platform customers.

Tool consolidation

Platform customers report that in

75.6%

of organizations, they've been able to eliminate at least one alternative tool by consolidating with Snyk.
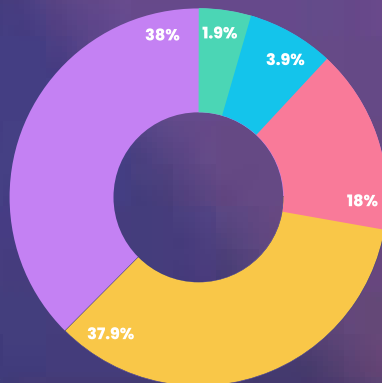
Total cost of ownership (TCO)

Platform customers are

2.4x

more likely than single-product customers to realize lower TCO.

Tool consolidation

Number of tools customers have been able to eliminate with Snyk

- 4+ TOOL
- 3 TOOLS
- 2 TOOLS
- 1 TOOLS
- 0 TOOLS
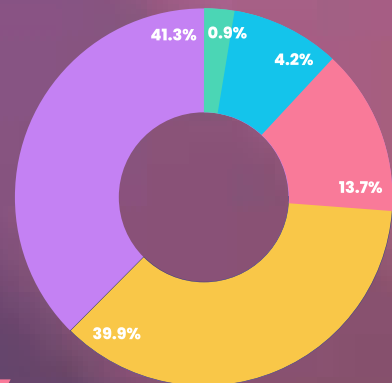
38% 1.9% 3.9% 18% 37.9%

61.7%

of all customer organizations have been able to eliminate at least one alternative tool by consolidating with Snyk

Tool consolidation as a priority

- Not important
- Slightly important
- Moderately important
- Important
- Very important

41.3% 0.9% 4.2% 13.7% 39.9%

81.2%

say tool consolidation is "very important" or "important" to their organization.

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Add-on services benefits

Snyk's support and services provide the resources and expertise you need to successfully implement your application security program and reach your business goals

Risk reduction

Add-on services customers report fixing

18% more

vulnerabilities in a year than other Snyk customers.

Developer time savings

Add-on services customers report

1.5x greater

time savings finding and fixing vulnerabilities than other Snyk customers.

ATLASSIAN

Atlassian chooses Snyk for ease of implementation & developer buy-in

"We wanted a product where we didn't have to manage our own infrastructure and that offered developer-friendly data for easier vulnerability remediation.

It's been great to see Snyk start adding additional features and improving documentation to help us out. The implementation process has been strong and we're getting good results and developer feedback for Snyk compared to other scanning tools."

Will Ratner
Senior Product Security Engineer

Experience with Alternatives

56%

On average, customers report that they're able to achieve 56% higher developer adoption with Snyk as compared to alternatives.
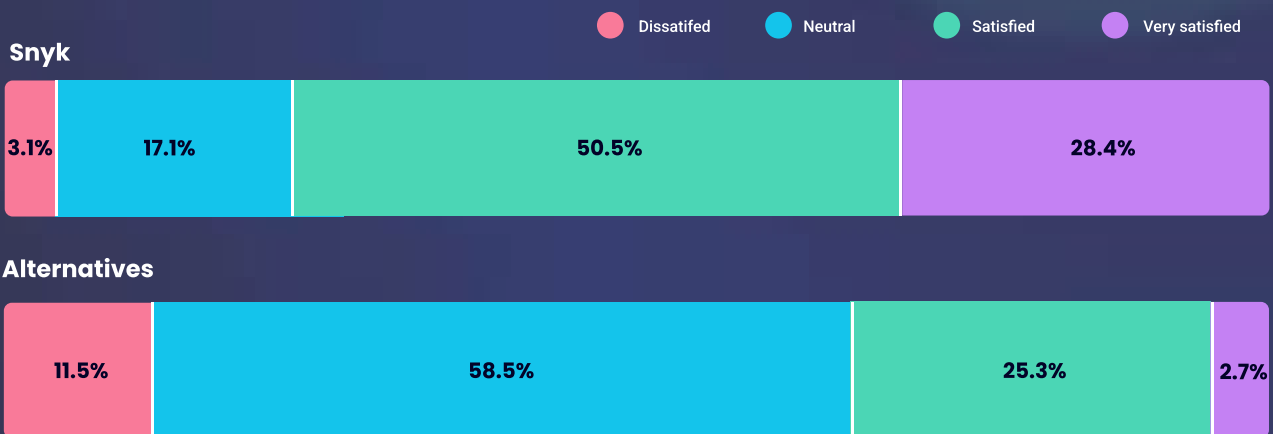
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Developer sentiment

50.9%

The difference between satisfaction with Snyk vs. alternatives.

78.9%

of respondents' are "very satisfied" or "satisfied" with Snyk.

28%

of respondents' developer teams are "very satisfied" or "satisfied" with other solutions.

● Dissatifed ● Neutral ● Satisfied ● Very satisfied

Snyk

| 3.1% | 17.1% | 50.5% | 28.4% |

Alternatives

| 11.5% | 58.5% | 25.3% | 2.7% |

Snyk vs. alternatives satisfaction by persona

	Satisfaction with Snyk	Satisfaction with alternatives	Difference
Security/AppSec	75.8%	25.2%	50.6%
DevOps	73%	29.8%	43.2%
Software development	82%	29.7%	52.4%
All personas	78.9%	28%	50.9%

Snyk competitive comparisons

Respondents compared Snyk to alternatives they've evaluated and/or used. These are the top areas where they felt Snyk was stronger than competitors:

1. **Developer friendliness**
2. **Automation**
3. **Visibility**
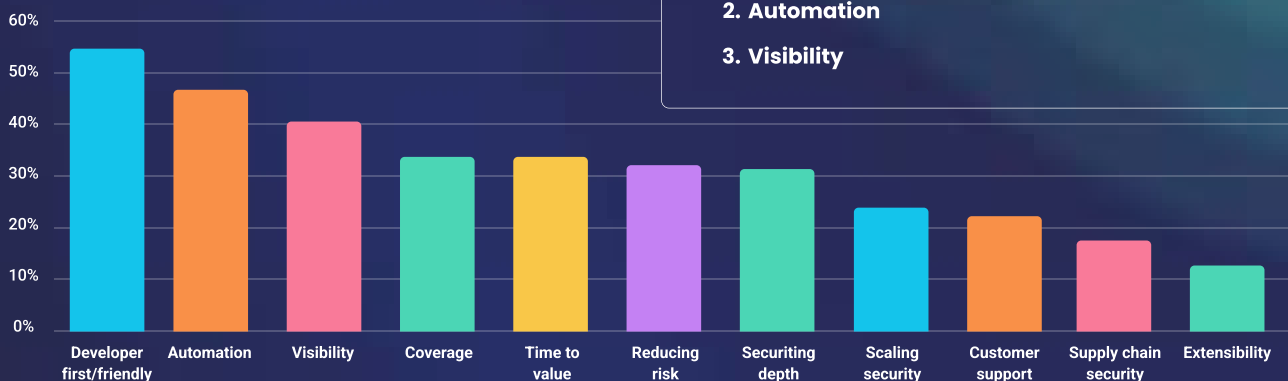
References

Snyk survey results
Customer Value Study, July 2023

549 qualified customer respondents from 374 organizations participated in Snyk's 2023 Customer Value Study survey, built in Alchemer by Cascade Insights & distributed to Snyk's customer database by Snyk. Responses from this survey were analyzed & synthesized by Cascade Insights to create this report.

Snyk reporting
September 2023

Reporting averages from Snyk's customer base (related to risk reduction & developer productivity) were compiled by Snyk's business intelligence team to support this report.

IBM
Cost of a data breach report, July 2023

- Cost and frequency of a data breach by initial attack vector
- Cost of a data breach by headcount

Stack Overflow
Developer Survey, May 2023

Hourly developer rate: $85 (based on average U.S. salaries for DevOps & Engineering Managers), assumes 2,080 working hours in the 2023 calendar year ($176,800 annualized salary).

About Cascade Insights

With more than 15 years of experience in the B2B technology sector, Cascade Insights empowers companies to seize opportunities with market research and marketing services. Our analysts and marketers work together to help our clients act with clarity in an industry defined by change and the pursuit of innovation. Learn more about us here.

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