



2022

Snyk Customer Value Study

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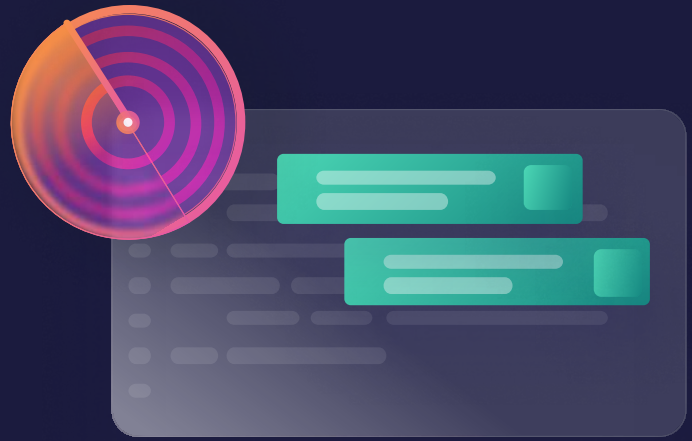
Objective

The goal of the Snyk Customer Value Study was to understand what value drivers were most important within customer organizations, how Snyk customers think about their return on investment and how much quantifiable benefit they've realized by leveraging the Snyk platform.

Nearly 350 Snyk customers from over 220 organizations shared their experience through an online survey and were asked to report on goals in selecting open source security tooling, primary benefits with Snyk and time savings related to having implemented Snyk. Respondents' organizations ranged from small & mid-size to Fortune 500. This data together with 2021 - 2022 aggregate customer data that Snyk reports on was compiled to create this report.

2022 Snyk Customer Value Study:

Executive Summary



How Snyk's customer decision makers evaluate tooling

Customer decision makers report risk reduction & ease of use as top considerations when evaluating the efficacy of their teams' tooling

Top of Mind for CISOs

- Risk Reduction
- Coverage
- Speed

Top of Mind for CTOs

- Ease of Use
- Developer Productivity
- Reliability

Top of Mind for CISOs



Risk Reduction

\$2.1M

The average ROI each Snyk customer realized in the past year based on risk avoidance

**44% decrease
(27-day reduction):**

The average change in mean time to fix each Snyk customer was able to achieve in the past year

The Telegraph

The Telegraph protects its platform & content by reducing its risk exposure with Snyk

An important feature Snyk has is a very complete vulnerability database that classifies security issues. Since we had a roadmap of outstanding vulnerabilities, we could reduce our risk exposure right away by focusing on the high severity issues first. The Snyk reports really helped our security and engineering teams prioritise vulnerability fixes since the early stage."

Ciro Rizzo, Head of Technology (Platforms & Engineering)

Coverage

249% increase

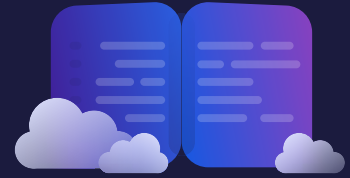
The average growth in projects scanned per Snyk customer in the past year

▲ ATLASSIAN

Atlassian is scanning 100% of containers deployed across the organization with Snyk

"We're now accounting for all containers that have been deployed to make sure they've all been scanned and that tickets are created to fix any vulnerabilities. We track these metrics at a leadership level to make sure our container and SCA scanning capabilities are effective."

Will Ratner, Senior Product Security Engineer



afterpay 

Afterpay chooses Snyk based on support for complex builds and platform expansion

“Like many technology companies, we support a diverse range of languages and build frameworks. All of these technologies have their own supply chain and associated risks that need consideration. When looking to address our issues in this space, Snyk stood out due to their support for analysis of more complex builds and the rate at which they were expanding their tooling (Our tooling changes fast, it’s important that our tools grow with us).”

Alex Rosenzweig, Application Security Engineer

Speed

3.2x faster

The average amount by which all Snyk customers report Snyk’s scanning is faster than alternative solutions

KOMATSU

Komatsu Australia is now able to scan their codebase 2x faster than alternatives with Snyk

“Snyk has really given developers the ability to start thinking about security as they’re developing code. It’s allowed [them] to be much more proactive in fixing vulnerabilities... Compared to our previous tooling, Snyk’s scanning is 2x faster and much more integrated to their tooling and processes. The developers are also quite happy that it’s a lot easier to navigate.”

Eric Cheng, Digital Solutions Architect

Top of Mind for CTOs



Ease of Use

85%

The percentage of developers who recommend Snyk, citing considerable time savings and ease of use

18 days

The average time to value that customers report from purchase to initial use of the Snyk platform

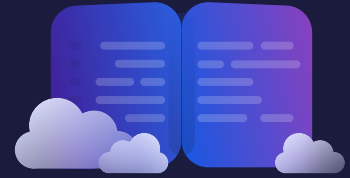


Visma onboards over 140 development teams without friction

“The key success metric is how simple a tool is to onboard. The problem with a lot of these security testing tools is that they require so much background knowledge, so you can’t really just plug-and-play them in your environment. So one of the differentiating factors with Snyk is enabling developers to quickly get started and figure things out themselves.”

Nicolai Brogaard, Service Owner of Software Composition Analysis (SCA) and Static Application Security Testing (SAST)

Top of Mind for CTOs



Developer Productivity

\$327K

The average ROI each customer organization realized in the past year based on automation & developer efficiency gains by shifting left with Snyk

2.2

development FTE

The average reported savings in development FTE per customer organization in the past year based on automation & efficiency gains with Snyk

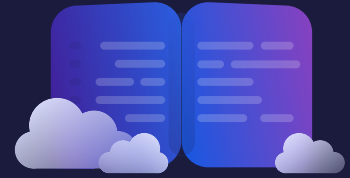


Spotify achieves automation and adoption of Snyk across thousands of engineers

“Spotify has thousands of engineers, so we were very intentional when implementing security testing automation, keeping developer needs top of mind and freeing up the developers to focus on their own priorities. For some languages and frameworks, we’ve automatically embedded vulnerability scanning in CI/CD pipelines, so the adoption has been seamless and hasn’t required any action from developers... Now the number of scanned projects continues to increase.”

Edina Muminovic, Engineering Manager

Top of Mind for CTOs



Reliability

62%

The percentage by which Snyk customers have reduced their critical severity vulnerabilities in the past year by dependably finding & fixing more with Snyk

91%

The percentage of affected Snyk customers exposed to Log4Shell who successfully fixed all issues within the first 2 days



PRIMERICA®

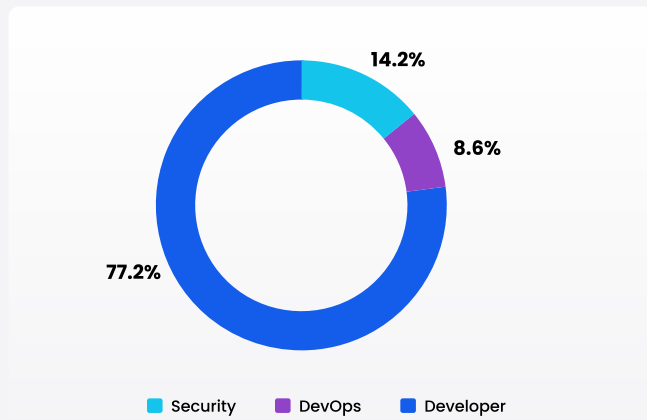
Snyk provides Primerica confidence that 98% of defects are remediated before using other tools

“Snyk is our first line of defense. We have a lot of other tools in place, but the goal is, by the time we get to those tools, we’re really just doing our due diligence – 98% of the time we don’t find defects in these other tools. Snyk has provided us faster feedback (7.5x faster than alternatives) and enabled us to automate our shift left.”

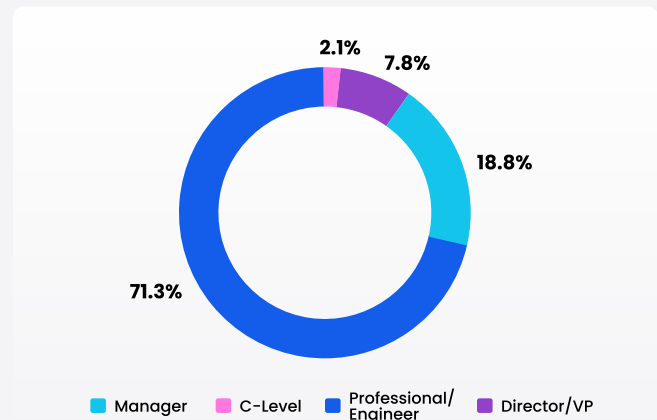
Eric Hamilton, Assistant VP, DevOps

Who we talked to

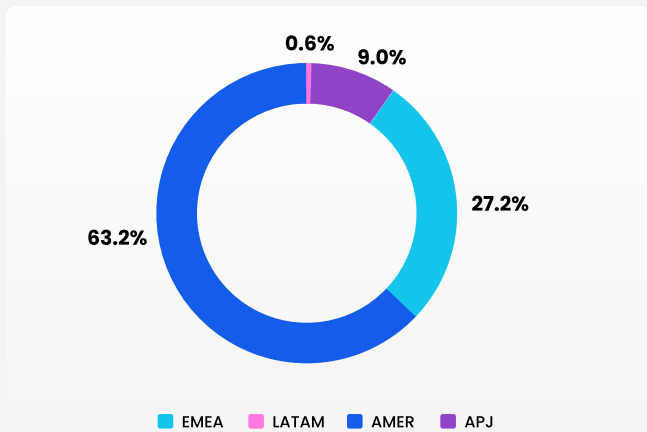
Respondent Role



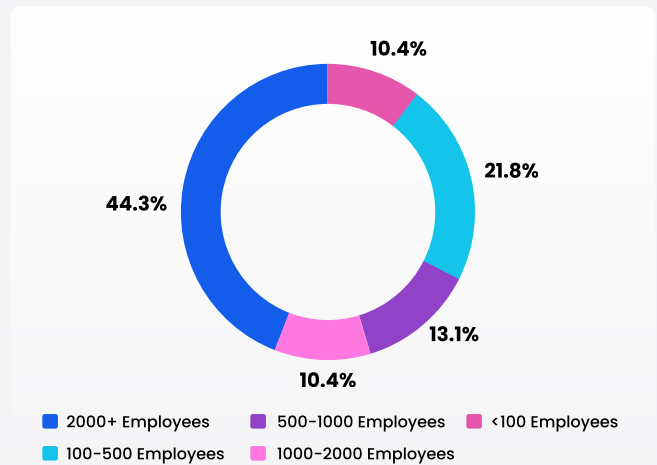
Respondent Job Level



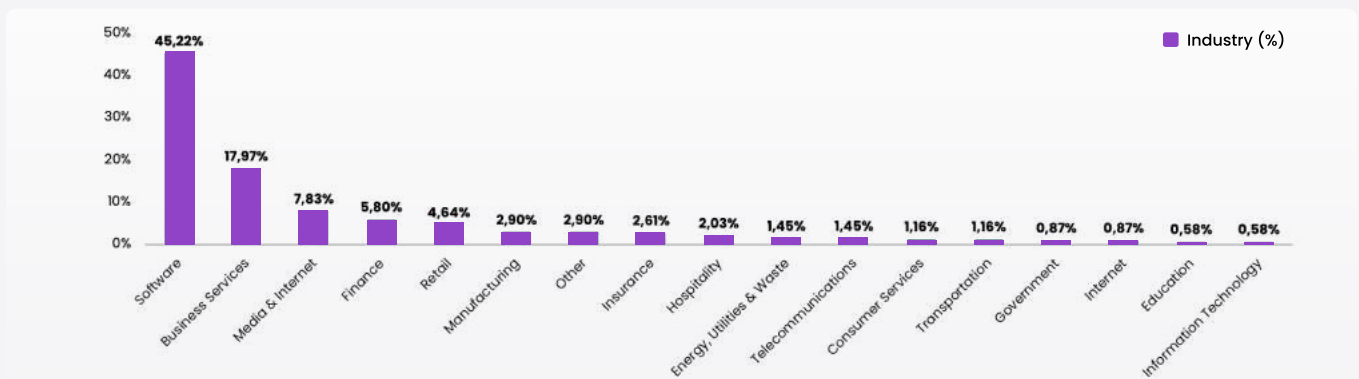
Respondent Region



Respondent Organization Size

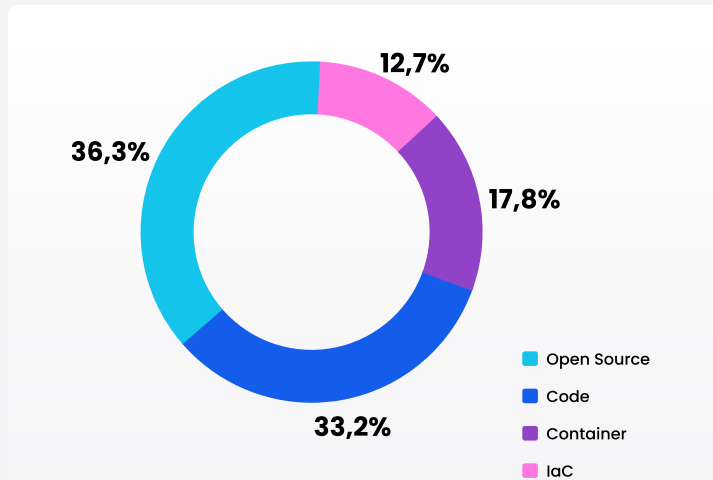


Respondent Industries



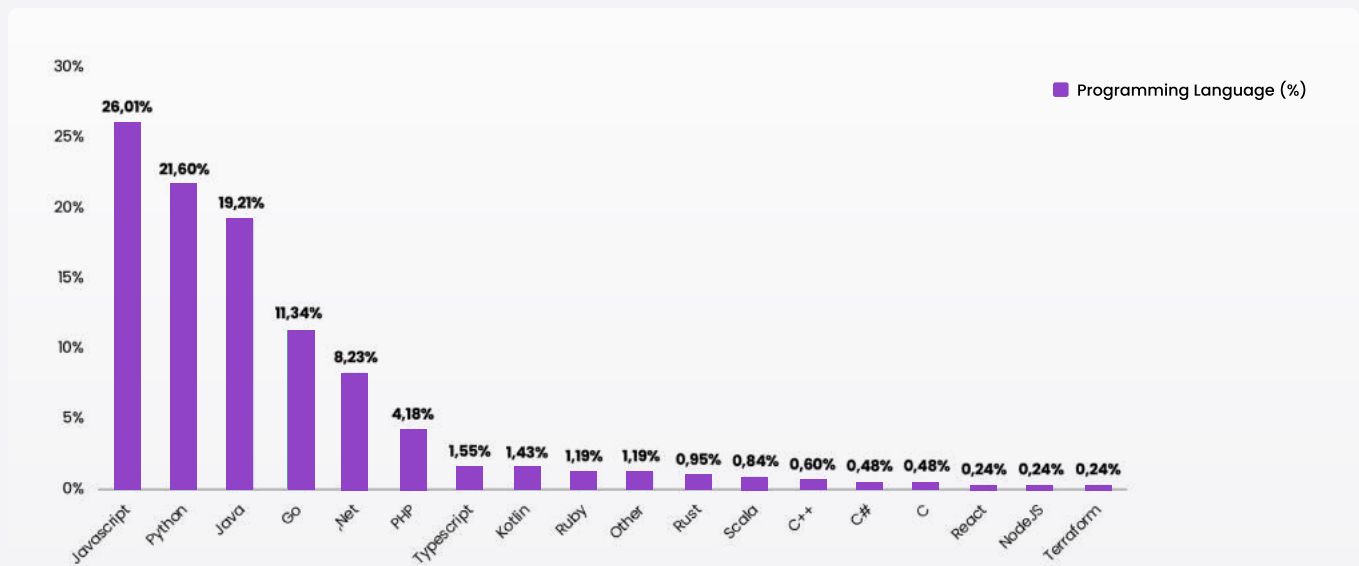
¹ Snyk Survey Results, Customer Value Study, July 2022

Products Respondents Are Using



50% of respondents use 2 or more Snyc products

Programming Languages Respondents are Using



¹ Snyc Survey Results, Customer Value Study, July 2022

Experience with Alternative Solutions

83% of respondents reported having used alternative solutions prior to bringing on Snyc

66% of respondents reported having evaluated alternative solutions and ultimately selecting Snyc

¹ Snyc Survey Results, Customer Value Study, July 2022

Key Takeaways



Developer Satisfaction

85% of developers recommend Snyk, citing considerable time savings and ease of use

Key Benefits of Snyk

Customers report increased visibility and ease of use as top benefits they're realizing from using Snyk

Key Benefits Reported by Security

- Increased Visibility
- Ease of Use
- Automation

Key Benefits Reported by Developers

- Increased Visibility
- Improved Security
- Ease of Use

Key Benefits Reported by DevOps

- Increased Visibility
- Ease of Use
- Efficiency

¹ Snyk Survey Results, Customer Value Study, July 2022

Snyk provides customers increased visibility to reduce risk



Risk avoidance with Snyk

Snyk customers report anticipating an average of ~3 breaches per year

	All Customers	Small & Midsize Customers <500 employees	Commercial Customers 500 - 2000 employees	Enterprise Customers >2,000 employees
ROI based on risk avoidance <i>(Average per organization in the past year)</i>	\$2.1M	\$542K	1.6M	\$3.5M
Reported anticipated breaches in a given year <i>(Average per organization)</i>	2.9	0.8	2.8	4.7
Average cost of a breach <i>Vulnerabilities in third-party software</i>	\$4.55M			
Average cost of a breach <i>Cloud misconfiguration</i>	\$4.14M			

¹ Snyk Survey Results, Customer Value Study, July 2022
² IBM, Cost of a Data Breach Report, July 2022

Risk posture

Snyk customers improve their risk posture by reliably finding & fixing more vulnerabilities in code

	All Customers	Small & Midsize Customers <500 employees	Commercial Customers 500 - 2000 employees	Enterprise Customers >2,000 employees
Reduction in critical severity vulnerabilities <i>(Average change per organization in the past year)</i>	62%	59%	53%	66%

⁴Snyk Customer Data, 2021 - 2022





Citrix improved their risk posture by 50% with Snyk

"It's hard to have good visibility into millions of lines of code. We knew we had potential vulnerabilities, but couldn't quantify it. Snyk gave us the capability to see the numbers for the first time. At that point we knew it was a slam dunk. We needed to use Snyk."

Rob Hather, Security Product Manager

Small Business Administration improved their risk posture by 78% with Snyk



U.S. Small Business Administration

"Let's say I have two critical vulnerabilities in an application. Snyk tells me one has a proof of concept out in the wild that they've seen exploited and the other is from an academic paper that was just published. Which one am I fixing?"

Snyk makes that decision easy."

Ryan Hillard, Systems Developer

Exposure window

Snyk enables customers to find & fix faster; reducing their exposure window while gaining greater coverage of their codebase

	All Customers	Small & Midsize Customers <500 employees	Commercial Customers 500 - 2000 employees	Enterprise Customers >2,000 employees
Average change in mean time to fix <i>(Average per organization in the past year)</i>	44% decrease (27 day reduction)	16% decrease (8 day reduction)	45% decrease (34 day reduction)	55% decrease (33 day reduction)
Change in Projects Scanned <i>(Average per organization in the past year)</i>	249% increase	193% increase	250% increase	286% increase

⁴Snyk Customer Data, 2021 - 2022





Australia Post achieved a 59% decrease in average time to fix with Snyk

“The less impact we can have on a developer’s workflow the better, so the seamless integration aspect of Snyk was very important to us. The consumable data Snyk provides is actually what helps us turn the dial and uplift our security maturity.”

Evan Taylor, Cyber Defense Manager

Paidy achieved a 73% decrease in average time to fix with Snyk



“Being able to easily implement code scanning into the CI/CD pipeline without disrupting developers was important to us. With Snyk, there is no friction.”

Joseph LeRoy, Senior Security Engineer

Zero-day Vulnerabilities

Snyk enables customers to rapidly find & fix zero-day vulnerabilities

	Log4j-2314720 vuln (CVE-2021-44228)	Log4j-2320014 vuln (CVE-2021-45046)
Log4Shell: Affected customers who fixed within first 2 days	91%	99%
Log4Shell: Average time to fix among all affected customers (Average per organization)	4.28 days	3.36 days

*Snyk Customer Data, 2021 - 2022





CVS Health relied on Snyk for Log4Shell

"Snyk was the first to update... I felt very comfortable with understanding our posture, understanding who was impacted and being able to figure out next steps."

Amanda Alvarez, Technical Security Product Owner

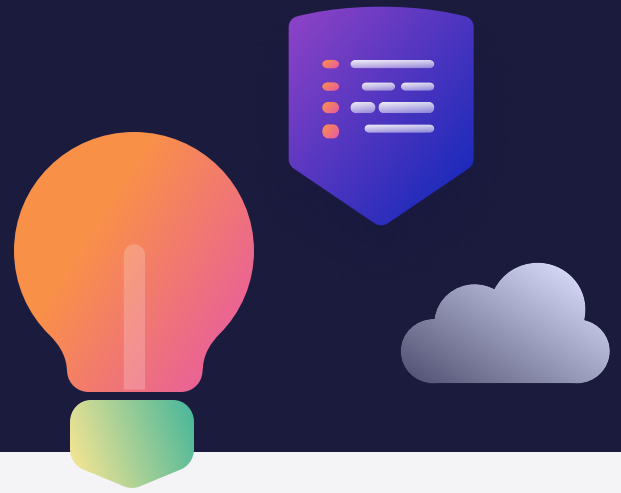
Manulife relied on Snyk for Log4Shell



"It was so easy to use Snyk to search issues by the CVE and quickly identify all the projects with the vulnerability. In addition to identifying all the application assets that needed to be fixed, its a simple way to watch the issues go down and ensure completeness."

*David Matousek, Director, Lead Technical Product Owner,
Cybersecurity Engineering*

Snyk's ease of use helps development teams to be more productive



Developer efficiency gains from shifting left & automation

Snyk customers save time & money by automating the prevention of issues in development

	All Customers	Small & Midsize Customers <500 employees	Commercial Customers 500 - 2000 employees	Enterprise Customers >2,000 employees
ROI based on developer efficiency gains <i>(Average per organization in the past year)</i>	\$327K	\$47K	\$342K	\$581K
Developer efficiency gains <i>(Average per organization in the past year)</i>	4,673 developer hours	673 developer hours	4,891 developer hours	8,301 developer hours
Savings in development FTE <i>(Average per organization in the past year)</i>	2.2 FTE	0.3 FTE	2.3 FTE	3.9 FTE

¹ Snyk Survey Results, Customer Value Study, July 2022
² Stack Overflow, 2021 Developer Survey, May 2021

Customers report driving substantial developer productivity by shifting left with Snyk

	All Customers
Average reported time saved with Snyk per issue researched & fixed	2.2 developer hrs.
Average reported time saved with Snyk committing a change with a fix	1.2 developer hrs.
Average reported time saved with Snyk analyzing a failed build	1.0 developer hrs.
Average reported time saved with Snyk triaging an issue	0.9 developer hrs.
Average reported time saved with Snyk completing a code review	0.6 developer hrs.

¹ Snyk Survey Results, Customer Value Study, July 2022

Implementation

Snyk is scalable & API ready, enabling customers to implement quickly

	All Customers	Small & Midsize Customers <500 employees	Commercial Customers 500 – 2000 employees	Enterprise Customers >2,000 employees
Customer reported time to start using Snyk (Average per organization)	18 days	10 days	12 days	26 days
Customer reported time to fully implement Snyk (Average per organization)	56 days	33 days	62 days	64 days
Scale of deployment (Average per organization)	74 developers 312 repositories	29 developers 103 repositories	130 developers 819 repositories	241 developers 857 repositories

¹ Snyk Survey Results, Customer Value Study, July 2022
⁴ Snyk Customer Data, 2021 – 2022

Scan Times

On average, Snyk customers report time savings with significantly faster scan times than alternatives

3.2x faster

¹ Snyk Survey Results, Customer Value Study, July 2022





Salesforce secures its open source pipeline with Snyk

“Security engineers have multiple responsibilities, and it becomes really difficult to perform numerous reviews each month, especially if the requests are time-constrained. We thought we could automate this process to potentially save some time for the engineers... I’m an advocate for automation and shifting left and I think Snyk is one of the most important tools to scale the security effort across an organization”

Amol Deshpande, Product Security Engineer

Asurion applies risk management to software development with Snyk



“Security is no longer perceived as a roadblock, but instead, as an enabler. Moreover, partners like Snyk have really jump-started our efforts to reach our security goals. Snyk has been a key tool in our toolkit for getting adoption from all development teams.”

Jeremy Young, Principal Security Engineer

References:

- (*1) Snyk Survey Results, *Customer Value Study*, July 2022
- (*2) IBM, [Cost of a Data Breach Report](#), July 2022
- (*3) Stack Overflow, [2021 Developer Survey](#), May 2021
 - Hourly developer rate: \$70 (based on average US salaries for DevOps & Engineering Managers), assumes 2,080 working hours in a calendar year
- (*4) Snyk Customer Data, 2021 - 2022

