

30-Second Elevator Pitch

"Most organizations only scan for vulnerabilities once a year—but attackers are scanning you every day. **IntegSec's External Vulnerability Assessment** gives you **monthly scanning with expert validation**, so you know exactly what's exposed on your perimeter. Unlike DIY tools that flood you with false positives, every finding in our reports is **verified by a certified analyst**. Starting at just **\$299/month** with unlimited retests, it's the most cost-effective way to maintain continuous visibility. **What internet-facing systems are you most concerned about?**"

Common Objections & Responses

"We already use automated scanning tools."

That's a great start! But automated tools generate **up to 80% false positives**. Our analysts validate every finding, so your team only sees real vulnerabilities with clear remediation steps. How much time does your team spend triaging scan results?

"We just had a pentest."

Pentests are point-in-time. New vulnerabilities are discovered daily, and your environment changes constantly. Our **monthly scanning** catches what emerges between annual pentests. Think of it as ongoing maintenance vs. annual inspection.

"\$299/month seems expensive for scanning."

That includes **expert validation, remediation guidance, and compliance reports**—not just raw scan data. Compare to hiring a security analyst (\$8K+/month) or the cost of a breach (\$4.45M average). ROI is immediate.

"We only have a few public IPs."

That's exactly who our **Starter plan (\$299/mo)** is designed for. Even 1-2 exposed services can be an entry point. Our Starter plan covers 1-5 IPs with full expert validation.

"Our IT team handles security."

We **augment your team**, not replace them. Your IT team stays focused on their core work while we handle specialized vulnerability management. They get **actionable reports**, not another tool to manage.

Key Differentiators



Zero False Positives

Every finding expert-validated



Unlimited Retests

Verify fixes at no extra cost



Clear Reports

Exec + technical in one

Qualification Questions

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How many public-facing IPs and web applications do you have?

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When was your last vulnerability scan or pentest?

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Do you have compliance requirements (SOC 2, PCI, HIPAA)?

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Does your cyber insurance require regular assessments?

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How do you currently track and prioritize vulnerabilities?

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Who handles remediation when issues are found?

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Have you experienced a security incident or close call?

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Are you migrating services to the cloud?

?

How large is your IT/security team?

?

What's your biggest security concern right now?

Pricing Quick Reference

Starter

\$299/mo

1-5 IPs, monthly scans, expert validation

Professional

\$899/mo

6-24 IPs, use your scanners or ours

Enterprise

Custom

Unlimited IPs, API/cloud, dedicated manager

Ideal Customer Profile



SMBs

No security staff



Regulated

Compliance needs



Cloud-First

Expanding footprint



Insured

Policy requirements

Competitive Comparison

Capability	IntegSec	DIY Scanning Tools	Big 4 / Consulting	MSSP Add-on
Monthly scanning	✓	✓	X (project-based)	✓
Expert validation (no false positives)	✓	X	✓	Limited

Remediation guidance	✓ Detailed	X Generic	✓	Basic
Compliance-ready reports	✓	X	✓	Extra cost
Unlimited retests	✓ Included	✓	X Extra cost	X
Pricing	\$299-custom	~\$100-500/mo	\$10K+ per project	\$500-2K/mo

Key Talking Points

For Executives

"We give you continuous visibility into your external risk with clear executive reporting. Know your security posture without technical deep-dives."

For IT Managers

"We handle the scanning and analysis—your team gets actionable, prioritized findings. No more wading through false positives."

For Compliance Officers

"Our reports are audit-ready and map directly to SOC 2, PCI DSS, and HIPAA requirements. We'll even join your audit calls."

For CFOs

"Predictable monthly cost with no surprise fees. Compare to \$4.45M average breach cost—this is insurance you can measure."

Upsell Opportunities

- **PTaaS:** Client finds web app vulns - offer continuous web app testing
- **Red Team:** Clean external scan - test internal & human factors
- **Plan Upgrade:** Growing IP count or needs compliance reports

Disqualification Signals

- ! No public-facing infrastructure (internal only)
- ! Budget under \$200/month for security
- ! Expects penetration testing at vuln scan pricing
- ! Wants to buy tool, not service (point to DIY options)
- ! No one to act on remediation findings
- ! Needs real-time monitoring (point to SIEM/MDR)