

## 30-Second Elevator Pitch

"Most companies wait 6-8 weeks for a pentest and get a report full of false positives. **IntegSec PTaaS** gives you **continuous penetration testing** from certified experts for a predictable monthly fee. Start testing **next business day**, get findings in days, and retest unlimited times. It's like having your own pentest team **without the \$150K+ salary**. Starting at **\$6,999/month** with month-to-month flexibility. **How often are you deploying new code right now?**"

## Common Objections &amp; Responses

**"We already do annual pentests."**

Annual tests create a **364-day blind spot**. Attackers don't wait for your audit cycle. PTaaS catches new vulnerabilities as your environment changes—new code, new configs, new risks. **How often do you deploy changes?**

**"It's too expensive."**

Compare to hiring: One senior pentester costs **\$150K+/year** in salary alone. Our Standard plan gives you a full team for **\$168K/year** with no benefits, training, or retention costs. Plus no 6-week wait times.

**"We use automated scanners."**

Scanners find **~20% of vulnerabilities** and generate false positives. Our experts find business logic flaws, chained exploits, and real attack paths that tools miss. **Insurers require manual testing.**

**"We need to see a sample report first."**

Absolutely—happy to share a redacted sample. We also offer **portal demos** to show real-time findings tracking. When would work for a quick walkthrough?

**"We're locked into another vendor."**

Our **month-to-month model** means you can start when ready. Many clients run us alongside existing contracts initially, then consolidate. What's their renewal date?

## Key Differentiators

**1d**

**Next Business Day**  
vs. 6-8 week scheduling

**0**

**Zero False Positives**  
Every finding validated

**∞**

**Unlimited Retests**  
Verify fixes included

## Qualification Questions

- ? How often do you currently do penetration testing?
- ? What compliance frameworks apply to you (SOC 2, PCI, HIPAA)?
- ? How frequently do you deploy new code?
- ? Have you had false positive issues with reports?
- ? Does your cyber insurance require pentesting?
- ? What's your current security testing budget?
- ? Who owns security testing decisions?
- ? How long does it take to schedule your current pentest?
- ? Do you test web apps, APIs, cloud, or all three?
- ? What's your biggest security concern right now?

## Pricing Quick Reference

**Starter****\$6,999/mo**

1-2 wks, 8 items, startups

**Standard****\$13,999/mo**

2-3 wks, 8-12 items

**Advanced****\$19,999/mo**

3-4 wks, 12-25 items

**Enterprise Custom**

4+ wks, 25+ items

## Ideal Customer Profile

**SaaS**

Frequent releases

**Healthcare**

HIPAA compliance

**Finance**

PCI/SOC 2

**Mid-Market**

No in-house team

## Competitive Comparison

Capability	IntegSec PTaaS	Big 4 / Consultants	Cobalt/Synack	In-House Team
Time to start	Next business day	6-8 weeks	1-2 weeks	Immediate
Dedicated team	Same testers	Rotating staff	Crowd-sourced	Yes
Zero false positives	Guaranteed	Varies	Varies	Varies

Unlimited retesting	Included	Extra cost	Limited	Yes
Month-to-month	<b>No lock-in</b>	Project-based	Annual contracts	FTE costs
Annual cost (mid-tier)	<b>~\$168K</b>	\$50-100K/project	~\$100-200K	\$150K+ per person

## Key Talking Points

### For Executives

"Predictable monthly cost, enterprise-grade testing, compliance-ready reports. No surprises, no scheduling delays."

### For Developers

"Test as you ship. Get findings with clear reproduction steps. Fix and retest unlimited times."

### For Security Leaders

"Your dedicated team learns your environment. Real findings, zero false positives, real-time portal access."

### For Compliance

"Audit-ready reports for SOC 2, PCI DSS, HIPAA. We'll join your auditor calls if needed."

### Disqualification Signals

- ! Very small orgs with no compliance needs (point to one-time pentest)
- ! Wants only automated scanning (point to Vuln Assessment)
- ! Zero security budget (under \$5K/month)
- ! Needs red team / adversary simulation (point to Red Team)
- ! Looking for bug bounty program management
- ! Expects 1-day turnaround on full assessment