

## 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 & 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?

## 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	Standard	Advanced	Enterprise Custom
\$6,999/mo	\$13,999/mo	\$19,999/mo	
1-2 wks, 8 items, startups	2-3 wks, 8-12 items	3-4 wks, 12-25 items	4+ wks, 25+ items

## Ideal Customer Profile

SaaS	Healthcare	Finance	Mid-Market
Frequent releases	HIPAA compliance	PCI/SOC 2	No in-house team

## Key Differentiators

<b>1d</b> Next Business Day vs. 6-8 week scheduling	<b>0</b> Zero False Positives Every finding validated	<b>∞</b> Unlimited Retests Verify fixes included
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## 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	No lock-in	Project-based	Annual contracts	FTE costs
Annual cost (mid-tier)	~\$168K	\$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 Security Leaders

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

For Developers

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

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