



# The Total Economic Impact Of Censys External Attack Surface Management

Censys External Attack Surface Management discovers 30% more assets and reduces incident remediation time by 15%

## Executive Summary

Censys External Attack Surface Management (EASM) is a tool that provides continuous internet asset discovery, risk detection, prioritization, and remediation, enabling organizations to gain visibility into their attack surface. A Total Economic Impact™ (TEI) study conducted by Forrester Consulting reveals the potential return on investment (ROI) and financial impact of deploying Censys EASM. The study interviewed representatives from organizations using Censys EASM and aggregated their experiences into a composite global organization with 15,000 employees and \$4 billion in revenue.

## Customer Challenges Prior to Censys EASM:

### **Lack of Visibility and Comprehensiveness:**

Organizations faced challenges in mapping and comprehensively monitoring their external assets. The dynamic and ever-changing nature of the attack surface made it difficult to keep up with new vulnerabilities and prioritize detection and response. Without in-depth monitoring tools, organizations were susceptible to unknown and overlooked assets, particularly ephemeral cloud assets.

### **Manual Processes and Effort:**

Organizations relied on ad hoc, manual processes that were time-consuming and required significant employee effort. These processes involved using spreadsheets and running manual scripts, resulting in a heavy workload and limited data accuracy. The lack of automation and reliance on infrequent updates affected the ability to monitor the attack surface effectively.

### **Shadow IT Risks in M&A Activity:**

Merger and acquisition (M&A) activities introduced additional challenges, exposing organizations to shadow IT vulnerabilities. As organizations merged or acquired other companies, they struggled to understand and manage the attack surface of the newly integrated entities. This led to unknown assets and risks associated with the IT departments of acquired subsidiaries that were not fully incorporated with the parent organization's IT department.

# Key Benefits

## Increased Efficiencies:

Censys EASM enables cybersecurity analysts to discover and assess assets 30% more efficiently compared to previous ad hoc, manual processes.

## Reduced Likelihood of Security Breaches:

Censys EASM helped organizations discover 10,000 previously unknown assets, reducing the likelihood of security breaches and avoiding related costs.

## Employee Productivity Savings:

By reducing the likelihood of security breaches, Censys EASM minimizes employee productivity losses associated with downtime.

## Savings on M&A Security Assessments:

Censys EASM eliminates the need for special asset discovery projects during mergers and acquisitions, saving almost \$283,000.

## Reduction in False Positives:

Censys EASM decreases false positives by 70%, providing accurate alerts regarding potential vulnerabilities.

## Faster Remediation of Security Incidents:

Censys EASM enables faster remediation of true security incidents by 15% compared to previous environments.

# Costs

## Licensing Fees:

Licensing fees for Censys EASM are dependent on the number of assets and charged as a flat fee over three years.

## Internal Implementation, Integration, and Training:

There are no direct costs from Censys – costs related to implementation, integration, and training equal the time required from cybersecurity professionals within the organization.

# Conclusion

Ultimately, the composite organization experiences benefits of \$3.18 million over three years compared to costs of \$584,000, resulting in a net present value (NPV) of \$2.60 million and an impressive ROI of 444%. Deploying Censys EASM offers organizations full attack surface visibility, control over shadow IT, improved security processes, and substantial financial benefits.

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## ABOUT CENSYS

*Censys is the leading Internet Intelligence Platform for Threat Hunting and Exposure Management. We provide governments, enterprises, and researchers with the most comprehensive, accurate, and up-to-date map of the internet to defend attack surfaces and hunt for threats. Censys scans 45x more services than the nearest competitor across the world's largest certificate database (>10B), reducing the likelihood of a breach by 50%.*