

HOW TO MEASURE THE ROI OF APPLICATION SECURITY TRAINING

Some key stats to consider



210% new vulnerabilities per year in the National Vulnerability Database



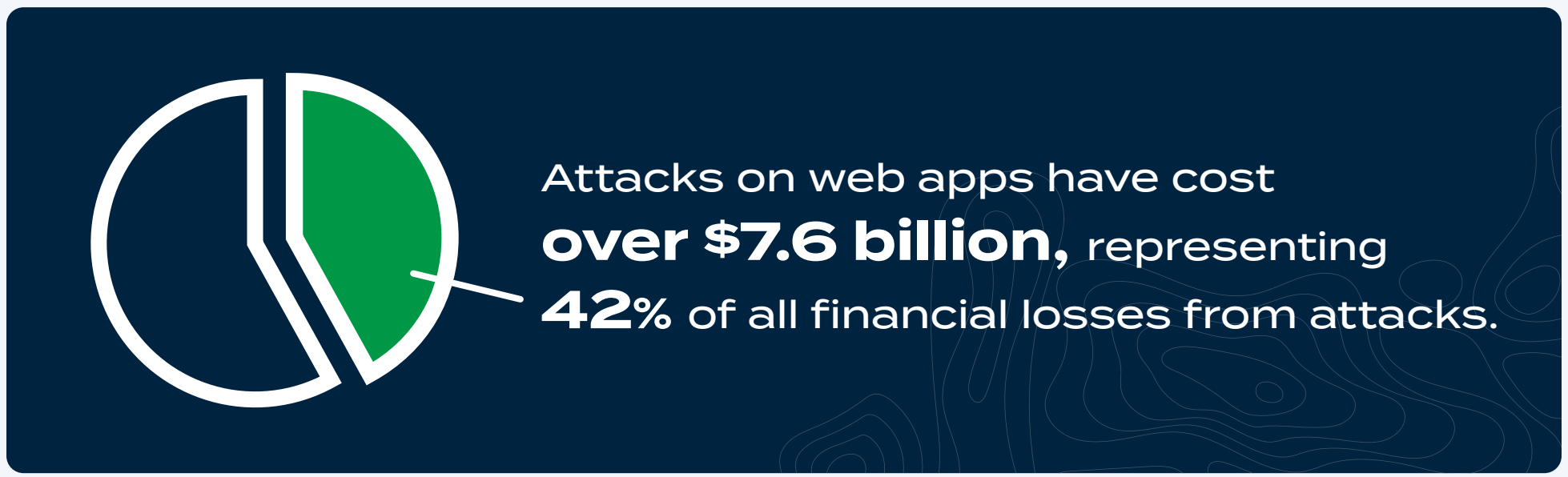
92% of developers feel pressure to release code to market faster



Top 50 US university coding programs currently don't require their students to take secure coding courses

The Impact of an Application Security Risk

Almost **95% of data breaches** last year were on **web apps**, and **56% of the biggest incidents** in the last 5 years tie back to **web app security issues**. It often takes **more than eight months** to find a **web app exploit**, which means that your business and your customers can be exposed to attackers for an extended period of time.



Organizations are paying attention to the impact of an application security risk and taking steps to protect themselves and their customers.



99%

of organizations have security awareness training programs, with short overview sessions such as OWASP 10.



Cost to Remediate Vulnerabilities

Let's look at the calculations:



The total average cost to remediate vulnerabilities is \$757,215 annually.

Cost of AppSec Training Programs

AppSec Training Program costs include:

- Cost of the education platform license
- Cost of the time for developers to complete the training (**hourly pay**)

Calculations for a team of 100 developers

\$36,000
Average cost of the education platform

12 hours per year
@ **\$72/hour** =
\$86,400
Time to complete training

\$122,400/
yearly
Total average cost to train 100 developers on application security

Calculating The ROI

Taking our calculations for above:

The total average cost to remediate vulnerabilities is **\$298,932 annually**.

The total average cost to **train 100 developers** on application security is **\$122,400 annually**.



$$\frac{(757,215 - 122,400)}{122,400} = 5x \text{ ROI}$$

This calculation shows that **AppSec Education** is **5x ROI**, assuming you can prevent the same **29-30% of vulnerabilities** you would want to remediate each year. So not only are you preventing vulnerabilities and reducing exposure – **your AppSec Training Program is paying for itself**.