BITSIGHT | **DLT** ™

Ten Reasons to Choose Bitsight as Your Strategic Partner

To help you evaluate your options and navigate through market noise, here are ten compelling reasons to choose Bitsight:

1. The #1 market leader for cyber risk management

- **Founded in 2011**, created the security ratings category

- **3,000+** customers representing every industry

- **180+** government agencies and quasi-governmental authorities

- Trusted partner of Moody's, Glass Lewis, and Diligent

- Data partnerships with NASA, Schneider, Chubb, Google, DHS and more

What you might hear:

"We are the market leader."
There can only be one leader, and Bitsight is the only provider in our space that has the level of adoption and trust in the market to make that claim. As the category creator, Bitsight is the trusted strategic partner of industry- and market-leading organizations managing risk across the globe.

Ask other providers:

How many customers do you have? Who would you consider your strategic partners?

2. The comprehensive cyber analytics engine on the market

Bitsight has more proprietary and sourced data than any other provider in our space. Our investment in proprietary scanning is extensive and gives us into what's happening across the internet.

Only Bitsight has:

- A data engine powerful enough to actively monitor 40 million entities dating back twelve months and process 400 billion security events daily.

- A team of 95 technical researchers to qualify and enrich asset maps.

- Innovative AI and machine learning models that furtherextend and differentiate our digital footprint capabilities.

What you might hear:

We have more expansive control coverage than Bitsight"
Data types like "domain namesregistered," "assets registered and used by the organization," and "external library vulnerabilities" aren't actual controls according to NIST. An inflated number doesn't lead to better control of security posture.

We have more automated digital footprint discovery than Bitsight"
Bitsight has continuously used and evolved automated and human-curated processes in our digital footprint capability since the company was founded in 2011, and invented security ratings.

3. Strongest demonstrated correlation to security events and key business outcomes

Bitsight has cybersecurity analytics verified by Marsh McLennan, AIR Worldwide, and has other external studies to show correlation with real business outcomes (breach, ransomware, etc.)

What you might hear:

"Standards-based is better than Non-Standard"

- Bitsight bases its rating on the likelihood of a security incident.
- Our methodology is transparently available for customers to review at any time.
- Bitsight is "differentiated" in terms of its process transparency according to the latest Forrester report.

4. The most complete solution in the market

Only Bitsight provides a comprehensive solution that includes:

- First Party Governance & Analytics
- External Attack Surface Management
- Cyber Risk Quantification
- Vendor Risk Management
- Continuous Monitoring
- Fourth Party Risk Management
- Vulnerability Detection & Response
- Managed Services

What you might hear:

"Like Bitsight, we have a comprehensive solution." There is no other provider in the market with the breadth or depth of Bitsight's solutions across first and third-party cyber risk management.

5. Effectively surfaces risk of ransomware and breaches

For every company on the Bitsight platform, customers can see the likelihood of breach or ransomware. Bitsight ratings were validated to correlate with security events by independent third parties like Marsh McLennan.

What you might hear:

"We're the only one with a ransomware likelihood indicator, Bitsight doesn't have one."

- As the creator of the security ratings category, Bitsight has long leveraged deep, detailed analysis of ransomware likelihood.
- Every rating in our platform informs the likelihood of breach — in addition to ransomware.

Ask other providers:

What external validation has been done for your ransomware index?

6. Enables automation across the third-party risk management lifecycle

Don't take our word for it:

Bitsight has allowed us to automate our security monitoring process, resulting in about 50 percent time and efficiency savings."

– **NASA**

We save hundreds of hours annually by using BitSight. We've integrated BitSight Vendor Risk Management into our onboarding and evaluation process, and it's helped us identify the actual risk level associated with vendors."

– **Alameda Alliance for Health**

What you might hear:

"We have a stronger automation capability"
These tend to be untested functionality that exists in a silo (Ask to try it out on your own!). Bitsight's TPRM solutions are designed to help customers automate their third-party risk management program from start to finish, enabling collaboration with third parties to drive measurable risk reduction directly on the platform.

"Our custom questionnaire mapping is unique"
Bitsight maps custom questionnaires all the time — and we take it one step further. Our questionnaire mapping makes it possible to send any questionnaire or assessment you like, while also enabling you to see objective evidence lined up with specific questions to identify gaps and validate responses from your third party.

7. Flexible integrations and open API

Bitsight offers pre-built integrations, including ServiceNow VRM, ServiceNow ITSM, Archer, ProcessUnity, Splunk, PowerBI, and more. Bitsight has a fully documented and available REST API.

What you might hear:

"We have more integrations than Bitsight"
Other providers do not make most integrations available pre-built/out of the box.

Ask other providers:

Which of your integrations are pre-built, and which ones require integration efforts from the customer? What is the cost for assistance with integration setup and configuration?

8. Easy to use and built with your needs in mind

Bitsight by the numbers:

- **97%** customer satisfaction rate
- **30+** formal user research studies per year, each with direct input from customers
- **450** individual user responses to our annual usability survey in 2023
- **2000** product releases per year
- Substantial continuous R&D investment that supports regular improvements to our platform enabling a positive user experience.

What you might hear:

"Our platform is easier to use than Bitsight"
Check out the latest Forrester report — other providers may make this claim but they are simply not able to deliver the same high level user experience.

9. Best-in-class customer success and support

Bitsight by the numbers:
- **120+** people in customer-supporting roles
- **4.6/5.0** (G2 Review Platform)

Don't take our word for it:

I appreciate the human relationship behind the technology. Bitsight has built a culture of customer support that is consistent, responsive, reliable and best-in-class. I place a high value on the product and our relationship."

– Cornerstone Building Brands

What you might hear:

"Bitsight doesn't have a Knowledge Base"
On the contrary, Bitsight has an extensive and publicly available knowledge base, with a team of customer enablement specialists who add more helpful content daily.

10. Flexible pricing and packaging, built to fit your needs

Bitsight offers a broad range of functionality and value for the price, including solutions for first-party, third-party, EASM, vulnerability detection and response, financial quantification, and vendor risk management. Furthermore, Bitsight can find a professional services solution to help you maximize the value of our SaaS solutions.

We work with customers not only to find a package that fits their budget but also to grow their program over time.

What you might hear:

"Bitsight is more expensive"
The hidden cost of other providers' approaches likely outweighs any perceived premium cost for Bitsight. Other providers often have inflexible licensing models and a habit of significant price hikes at renewal.

"We can add new vendors instantly."
It's not instant if you need a human to help you. Some providers require you to request customer service help to change or add a monitored vendor. Bitsight makes it easy for you to manage and swap subscriptions at no additional cost. Additionally, every vendor you add within TPRM comes with 12 months of history out of the gate!

Ask other providers:

How will my pricing change at the time of my renewal? Will I be able to manage my subscriptions on my own if I want to stop monitoring one vendor and start monitoring another?

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Bitsight is a cyber risk management leader transforming how companies manage exposure, performance, and risk for themselves and their third parties. Companies rely on Bitsight to prioritize their cybersecurity investments, build greater trust within their ecosystem, and reduce their chances of financial loss. Built on over a decade of technological innovation, its integrated solutions deliver value across enterprise security performance, digital supply chains, cyber insurance, and data analysis.

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