Hudl Teams Up with NetSPI to Validate its Offensive Security Program

The Challenge

With over 200,000 teams across the globe leveraging their sports video analysis tools, Hudl is always adapting to change. Whether that means entering new markets, or keeping up with ever-evolving attack vectors, they needed a partner that could help them build and validate their long-term security program.

That's why Rob LaMagna-Reiter, Vice President and Chief Information Security Officer at Hudl, sought out NetSPI's offensive security expertise to help ensure the robust data protection for all their coaches, students, athletes, and other consumers of their content.

Why Hudl Selected and Continues to Work with NetSPI

1. **Personalized touch:** Having primarily relied on NetSPI's Penetration Testing as a Service, Rob has had a good glimpse into the capabilities and depth of skill sets NetSPI brings to the table. He stated, "Where NetSPI excels and achieves, and why we selected NetSPI as a partner, was the personalized touch that they brought to all of our assessment and security services — it was very relationship-driven, getting to understand what our problems are and helping us align with what the business desires from a successful security program."

2. **NetSPI listens to its customers:** Rob values vendors that are attentive. "Bringing in customers for feedback helps reassure us that [NetSPI] is still mission-driven and focused on solving the right problems to try to make life easier for all of us at the end of the day," he shared.

3. **The NetSPI team helps Hudl's developers improve:** Outside of the technical report of findings NetSPI provided, Rob finds the developer education that happens in parallel to be one of the most valuable aspects of their penetration testing engagements. He shared, "Easily single digits on the

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About Hudl

Hudl is a pioneer in performance analysis technology, now helping more than 200K teams in 40+ global sports prepare for and stay ahead of the competition. Every product, feature, and tool is designed with one purpose in mind: to ensure coaches and athletes make every moment count. For more information, visit https://www.hudl.com.

Industry
Sports League Management Software

Headquarters
Lincoln, NE

Reach
Global

number of hours per week per developer team [saved] on education that they don't have to go out and consume themselves. It's immensely beneficial because now the code that is released has less defects and less issues. It helps our entire application secure code program."

Considering Working with NetSPI?
Here's What Rob Would Tell You:

"[The NetSPI team] did a phenomenal job helping to validate some of the improvements that we've made have actually moved the needle. Finding a partner that understood our problem, understood our industry, and understood what we were trying to gain out of our long-term program build out, drove us to confirm NetSPI was that right partner. NetSPI is uniquely positioned to help us plug the gap between where we are and where we're going."

Elevate Your Penetration Testing Program.

Make your job easier with PTaaS. Improve your vulnerability management, achieve pentester efficiencies, leverage security automation, measure your risk, scale your security program, and manage your attack surface. All of this, and more, consolidated and simplified into one single platform.

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Increase Pentest ROI

Security Automation

Test Continuously or At-Scale

Manage Your Entire Attack Surface

Connect With Our Experts

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About NetSPI

NetSPI is the leader in enterprise penetration testing, attack surface management, and breach and attack simulation — the most comprehensive suite of offensive security solutions. Through a combination of technology innovation and human ingenuity NetSPI helps organizations discover, prioritize, and remediate security vulnerabilities. For over 20 years, its global cybersecurity experts have been committed to securing the world's most prominent organizations, including nine of the top 10 U.S. banks, four of the top five leading global cloud providers, four of the five largest healthcare companies, three FAANG companies, seven of the top 10 U.S. retailers & e-commerce companies, and the top 50 companies in the Fortune 500. NetSPI is headquartered in Minneapolis, MN, with global offices across the U.S., Canada, the UK, and India.