CANARY TRAP

The Pioneer in Offensive Security Testing

The ultimate goal of penetration testing is to proactively identify security flaws and potential entry points that could be exploited by attackers. Organizations can evaluate their overall security posture and gain insights into the effectiveness of security controls. Undertaking regular penetration testing against your external perimeter, internal network, wireless network(s), web and mobile applications has grown to become an established best practice within cybersecurity. In addition, many cyber insurers are now seeking third-party validation of security resiliency and are stipulating the need for penetration testing as a prerequisite requirement for coverage or reduced premiums. However, most service providers leverage automated and open-source tools that deliver limited value. This is where Canary Trap—a focused cybersecurity services provider offering robust security services to private and public-sector organizations—is creating an impact.

In a nutshell, Canary Trap is a leader in offensive security solutions such as penetration testing and security advisory services. Canary Trap employs a team of diverse Subject Matter Experts (SMEs) who take a true adversarial approach to identify and enumerate security vulnerabilities or gaps that can be exploited. "As a company, Canary Trap takes a pragmatic and business-first approach to every engagement. Canary Trap leverages economies of scale to ensure cost competitiveness while never compromising the quality of our work," explains Daniel Pizon, President & CEO, Canary Trap.

Canary Trap's competitive advantage lies within the team's ability to offer the highest quality of work at a competitive price. The company leverages commercial-grade and open-source tools along with cutting-edge threat intelligence backed by SMEs who take a true adversarial approach to every engagement. Its Report of Findings undergoes no fewer than four (4) rounds of Quality Assurance before being delivered to the customer for review. Every engagement is supported by a Project Coordinator who is responsible for providing regular updates and communicating critical issues to the client. Canary Trap commits to answering any questions and will undertake retesting at no additional cost.

Canary Trap leverages cutting-edge threat intelligence to maintain a real-time view of the global threat landscape. Threat intelligence offers Canary Trap's SMEs qualitative and quantitative data that is used to help identify and prioritize vulnerabilities that are being actively targeted by cybercriminals. "Our testers not only obtain the necessary training to maintain their current skillsets and certifications, but we also ensure they continue to upskill over time. This commitment helps Canary Trap to maintain the highest standards of quality while also serving as a key incentive to retain staff at a time when demand for security talent is unrivalled," adds Pizon.

At the core of the company's successful operations and unparalleled business practice is client confidentiality and privacy. Canary Trap does not store any client information, including, but not limited to PII, credit card numbers, account numbers, individual names, or credentials on its systems. All Canary Trap testers undergo a rigorous background check as a condition of employment including criminal, credit, employment history, and education verification. "As a security company, we practice what we preach and have implemented robust security controls within our cloud environment(s) as to monitor, detect and alert on any suspicious activity or behavior," points Pizon.

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Since opening its doors, Canary Trap has been a pioneer in helping clients improve their security hygiene and resiliency. In 2022 Canary Trap was engaged in over 300 unique projects for customers of all shapes, sizes, and industry types within both the public and private sectors. An instance that portrays the company's value proposition is when the team assisted a large health system in the United States assess its security posture. The client was spending well into seven figures per year on penetration testing and Threat Risk Assessments (TRAs) with one of the "Big Four." Despite this level of spend, the customer reported that customer service and quality consistency were both lacking. Partnering with Canary Trap in 2019, the customer has realized cost savings equivalent to 24 percent and has given Canary Trap a perfect CSAT score on over 200 unique engagements undertaken to date.

Today, Canary Trap is on a flight path to becoming a globally recognized brand in the offensive security services domain. "As part of our strategic growth plan, the executive leadership team at Canary Trap intends to continue to expand operations in North America in the immediate term with expansion to EMEA being planned for late Q4 of 2024. We are undertaking the development of robust solutions and capabilities that will further differentiate Canary Trap from the competition," concludes Pizon.

Daniel Pizon,
President & CEO