



EveryoneSocial Mobile App Activates Influencers

NowSecure Platform integrated DevSecOps testing prevents the release of insecure mobile apps.

About

Founded in 2009 and based in Salt Lake City, EveryoneSocial delivers the leading employee advocacy platform for social selling. The enterprise Software as a Service (SaaS) vendor targets high-growth companies and works with some of the largest businesses in the world. EveryoneSocial recently raised \$13 million in funding.

Executive Summary

EveryoneSocial helps businesses expand reach and drive sales and engagement by activating their employees as influencers. Teammates use the social media advocacy tool to promote their employer's marketing, sales and recruiting content to their social networks.

The SaaS company integrated NowSecure Platform mobile application security testing software into its mobile DevSecOps pipeline to achieve the following benefits:

- Gain and safeguard the trust of enterprise customers
- Ensure security and quality of mobile apps
- Enable rapid release cycles of multiple times per week

“NowSecure Platform helps reassure our enterprise customers that we’re effectively managing risk.”

— Brandon Hall, Director of Engineering, EveryoneSocial

The Story

The EveryoneSocial enterprise business mobile app empowers companies to activate teammates as influencers by sharing marketing, sales and recruiting content to their social networks. The employee advocacy platform drives engagement and improves users' social reach and visibility.

Company leaders use the EveryoneSocial social selling tool to share relevant content such as blogs, job ads and third-party posts with their employees. In turn, teammates simply click on it in the EveryoneSocial Android, iOS or desktop app to share it out via their social networks (LinkedIn, Twitter, Facebook and Instagram) or corporate collaboration tools (Microsoft Teams and Slack).

Targeting large and mid-market companies, EveryoneSocial helps leading brands grow. “Companies spend over \$100 billion per year on social ads and yet, there isn't a marketer out there that would tell you they're happy with the results,” EveryoneSocial CEO and Co-Founder Cameron Brain told [VentureBeat](#). “We're not anti-ads, however, activating employees as influencers not

only produces the same outcomes for pennies on the dollar, it provides an important signal for where and how a company should be spending its ad dollars to drive sales, hiring, or anything else on an efficient basis.”

As a business-to-business SaaS company, EveryoneSocial prioritizes security and privacy. The company integrated NowSecure Platform automated mobile application security testing into its DevSecOps pipeline to ensure the security and privacy of each release. EveryoneSocial Director of Engineering Brandon Hall said his company’s prospective customers always ask about mobile security and the use of NowSecure helps it win clients. “NowSecure Platform helps reassure our enterprise customers that we’re effectively managing risk,” Hall says.

Enable Rapid Release Cycles

When Chief Technology Officer Darrell Davis sought a mobile application security testing solution in late 2021, he chose NowSecure Platform because of its reputation as an industry leader in mobile application security testing. EveryoneSocial releases frequently and the company didn’t have the time to manually assess three to four releases per week for security and privacy bugs.

“NowSecure is critical to our development process.”

— Hall

Hall says a DevSecOps teammate was able to quickly integrate NowSecure Platform with his company’s Jenkins CI/CD system using a plugin. The NowSecure test automation works in the background to provide a hands-off, seamless user experience for developers. Once the dev team merges a pull request, Jenkins automatically uploads the build to NowSecure Platform for analysis. NowSecure Platform notifies the EveryoneSocial dev team of all warnings, informational messages and errors from low to critical. An automated integration with Jira generates tickets as needed.

Developers use NowSecure to identify insecure code commits and break the build only when necessary. “NowSecure is critical to our development process,” says Hall. If our apps do not pass security standards, we’re blocked until they’re fixed.”

NowSecure Platform runs a battery of more than 600 automated tests using static, dynamic, interactive and APIsec technology. Based on count and score of industry-standard CVSS findings, the NowSecure scoring algorithm calculates an overall risk range of 0 - 100 similar to letter grades. Mobile apps scoring 90 and above equate to an A, 80 to 89 a B, 70 to 79 a C, 60 to 69 a D and anything below 60 merits an F. Mobile apps that earn an A or B are deemed low risk, those in the C and D groups require caution and those with an F present a high degree of risk and strong consideration not to use.

EveryoneSocial mobile apps that score an 80 or above are pushed to the Apple App Store and Google Play. But if an app scores below an 80, the build will fail. Developers will receive notification and then use NowSecure Platform to figure out what went wrong and fix it.

NowSecure Platform has caught critical and high vulnerabilities that Hall’s team works to address quickly. NowSecure Platform offers embedded remediation assistance and code samples to speed repair as well as NowSecure Academy free training to upskill developers on secure coding techniques. “I truly appreciate that each result is detailed and includes remediation resources with a significant time saver. It’s a fantastic tool,” says Hall.

Trust Begets Trust

Partnering with NowSecure also aids EveryoneSocial in the sales process. As a high-tech company that makes enterprise software, the vendor is accustomed to fielding questionnaires from prospective customers about its security practices. “Being able to list NowSecure as a recognized industry-leading mobile security partner gives them confidence that we’re serious about security and gets one potential objection out of the way,” Hall says.

NowSecure offers a comprehensive suite of automated mobile app security and privacy testing solutions, penetration testing and training services to reduce risk. Trusted by many of the world’s most demanding organizations, NowSecure protects millions of app users across banking, insurance, high tech, retail, healthcare and government. The company is SOC2 certified and was named a mobile security testing leader by IDC and a DevSecOps transformational leader by Gartner. Visit www.nowsecure.com to discover strategies for strengthening security and speeding the development of high-quality mobile apps.