

# Become the Officially Recommended Vendor for a Specific Security Practice in OWASP SAMM

SAMMY is the go-to tool for OWASP SAMM implementation, designed and developed by core members of the OWASP SAMM team. The activity view is the perfect moment to present your offering as this is when the lack of due process is identified. The SAMMY user is either the decision maker themselves or a key stakeholder with access to the decision maker. There is only 1 spot per activity.



## Global Reach & Impact of SAMMY

### Who Uses SAMMY?



**2500+**  
Organizations

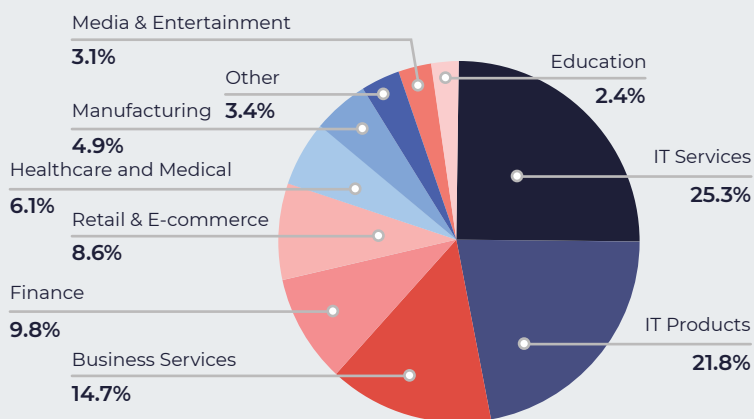


**200+**  
New Users per Month



**30%**  
QoQ User Growth

### Company and User Profile Information



### Security and Engineering (most common)

Security Engineer	11.05%
Security Architect	5.15%
Software Engineer	4.68%

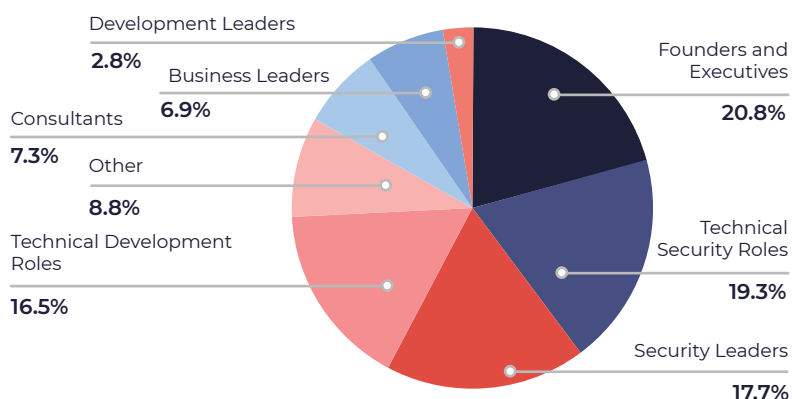
### Senior Leadership Roles (most common)

Security Managers	7.87%
Security Leads	6.65%
CISO	4.31%

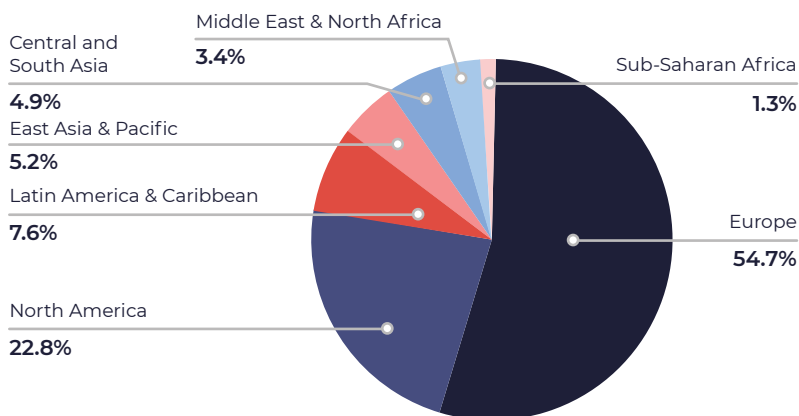
Source: LinkedIn

### Sample of Organizations Using SAMMY

- German industrial **100B+** market cap
- French industrial **25B+** market cap
- Pharmaceutical **20B+** market cap
- SEO analytics company **1B+** market cap
- International financial institution **300B+**



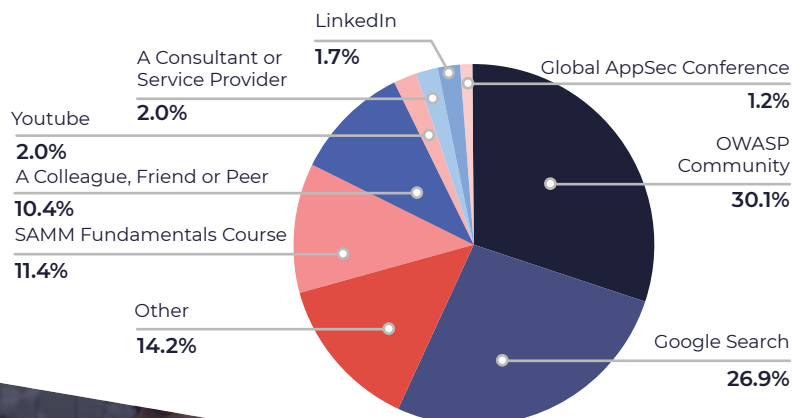
## SAMMY Users by Region



Europe	54.7%
North America	22.8%
Latin America & Caribbean	7.6%
East Asia & Pacific	5.2%
Central and South Asia	4.9%
Middle East & North Africa	3.4%
Sub-Saharan Africa	1.3%

## How Organizations Find SAMMY

OWASP Community	30.1%
Google Search	26.9%
Other	14.2%
SAMM Fundamentals Course	11.4%
A colleague, Friend or Peer	10.4%
A Consultant or Service Provider	2.0%
Youtube	2.0%
LinkedIn	1.7%
Global AppSec Conference	1.2%



Showcase Your Expertise Where It Matters

## Get Featured as a Go-To SAMM Expert

Position your company as the go-to recommended vendor for a specific OWASP SAMM security activity. Gain visibility directly on the security activity page exactly when security professionals find a need for your solution. Market your products directly to security leaders in your ICP.

## Why You Should Join the Program?

The reason why you should join is defined by the acronym RAN

### Reputation

Due to our central role in OWASP and especially OWASP SAMM, our recommendation in the context of SAMM activities is highly valuable.

### Authority

Over 40% of users in SAMMY are in leadership positions, with around half of those holding C-Level Executive or equivalent positions.

### Need

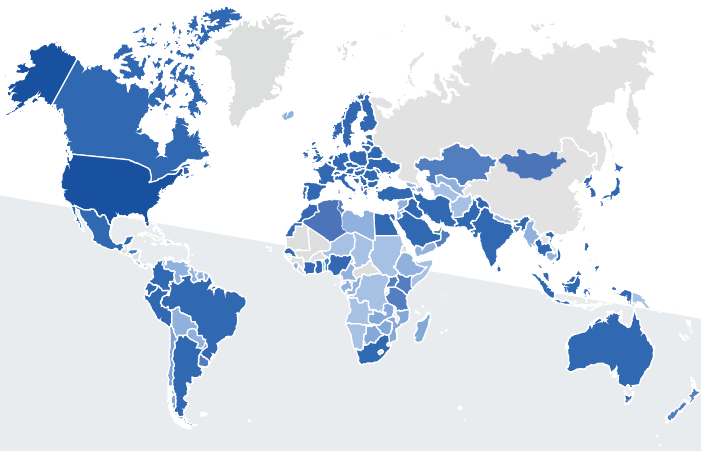
Your advertisement appears just as organizations identify gaps in their security processes and plan investments to improve them.



# Additional Endorsement Channels

## SEO Content

1700+ visitors per month from Google Search, 60K+ Yearly Active Visitors



### Active Users by Country

COUNTRY	ACTIVE USERS
United States	16K ↑314...
Netherlands	8.6K ↑923...
India	3.1K ↑228...
Belgium	2.5K ↑823...
Germany	2.2K ↑550...
United Kingdom	2.1K ↑331...

GA4 active users in the last year

### Codific LinkedIn Page

Joint publications and quarterly promotions of your solutions in our LinkedIn page.



### Client and prospect chats

This is how two out of our five vendors ended up getting multi-figure deals, thanks to our recommendation.



### SAMMY Newsletter

Quarterly mentions in the SAMMY Newsletter sent to all SAMMY Users.



### Send your application to:

[www.codific.com/recommended-vendor-apply](http://www.codific.com/recommended-vendor-apply)



*\*Applications are subject to approval by the Codific Security Team*

## Pricing

	Prices
Ad placement per 3 months per stream	\$ 4000
Full year	\$ 9000



Contact Dag Flachet for more information

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