

# Case Study: Naay Marketing Limited

## Web Application Penetration Testing



Web Application Penetration Testing evaluates a website's security by comparing it to industry best practices and checking for known vulnerabilities. Our experts simulate real-world attacks to identify potential weaknesses that malicious actors might exploit. This process is crucial for maintaining website security in the face of constantly evolving cyber threats.

### Over £3.8 Billion

the average cost of a Data Breach for UK businesses in 2023  
Source: IBM Security Report, IBM Security

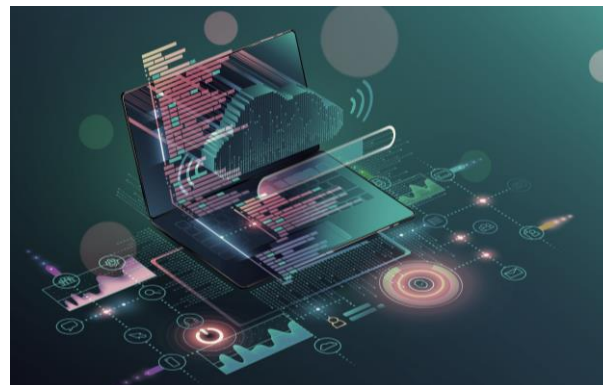
“Methods exhibited a high level of professionalism from the onset of our engagement. Their communication was clear, concise, and prompt, which facilitated a seamless collaboration.”

### Overview

Naay Marketing Ltd. engaged Methods to perform a penetration test on one of their web applications. Our team conducted a comprehensive assessment following the OWASP Web Security Testing Guide (WSTG) and utilising cutting-edge industry tools. The testing process began from an unauthenticated standpoint, simulating an external threat actor's perspective and potential actions. Subsequently, we created a low-level account to explore possible privilege escalation vulnerabilities.

### Challenge

The client's tight schedule and the application's performance issues under intensive testing presented challenges to our assessment process as the system experienced reduced responsiveness during high-load testing scenarios.



Regular updates on progress, ensuring the customer was informed at every stage



Detailed analysis of potentially exploitable vulnerabilities



Meticulously documented report, highlighting critical issues with actionable insights

### Results

Upon completion of our comprehensive vulnerability assessment, which included rigorous testing against known security weaknesses and potential exploits, we collaborated closely with Naay Marketing Ltd. to develop a tailored remediation strategy. Our team provided detailed, actionable advice on addressing identified vulnerabilities, prioritising them based on severity and potential impact.

Penetration Testing helped Naay Marketing Ltd to:



Identify and address code/logic flaws in their application



Demonstrate to clients that their information is protected by robust security measures, underscoring their dedication to cyber security best practices



Understand the implications of the findings and support prioritisation of remediation activities