



## CUSTOMER SUCCESS STORY

# bugcrowd

**Bugcrowd cuts down Security Questionnaire response time by 50% with Loopio**

A leader in crowdsourced security testing, Bugcrowd connects companies and their applications to a crowd of tens of thousands of security researchers to identify critical software vulnerabilities. Powered by Bugcrowd's platform, companies of all sizes can run both private and public bounty programs to efficiently test their applications and reward valid vulnerabilities.



REDUCED RESPONSE TIME BY 50%



SCALED RESPONSE PROCESS FROM  
1 SALES ENGINEER TO 5



STREAMLINED COLLABORATION  
WITH SMEs

## Before Loopio

Leif Dreizler was Bugcrowd's first (and only) Sales Engineer (SE) for almost 10 months. **As the only team member with in-depth domain knowledge**, a large part of his responsibilities involved responding to Security Questionnaires for the entire sales team.

Being in the Information Security Industry, Bugcrowd receives Security Questionnaires as part of almost every sales opportunity. Most of these requests come in towards the end of the quarter, as a final step in the sales process.

Before Loopio, Leif used to get swamped with numerous questionnaires within a short period of time. These documents range from 20 to 600 questions and his response approach involved a **combination of copying and pasting answers from previous documents and rewriting answers from scratch**.

This process made it hard to collaborate with Subject Matter Experts (SMEs) outside of the sales organization. Leif would go through the entire document before assigning questions in bulk to the SMEs to minimize the number of communications they received. To keep projects on track, either Leif or the sales representative often had to follow up with SMEs or escalate slow responses to their Vice President.

**“I was the only person who could do Security Questionnaires, so when I had to complete them, it basically took me out of commission for all other work I was doing.”**



Leif Dreizler | Manager, Program Architecture, Bugcrowd

## Why Loopio?

Leif wanted to find a solution that would help him manage Security Questionnaires more efficiently. Loopio was an ideal solution to his problem of answering the same questions over and over, as it presented a more efficient and scalable process.

When evaluating Loopio, Leif liked the granularity of the Library structure, the ability to tag content, and the search functionality within projects. These features would help him build out a well-organized content library and allow him to quickly pull that content into responses.

## Enabling Knowledge-Sharing With Loopio

Having Security content centralized in Loopio has allowed Leif to train other SE team members and share his knowledge of Bugcrowd's Security program with them. Once he built out their Loopio Library, the entire SE team had access to the content and was able to start leveraging it in their responses.

Leif says, "After going through the process with the other SEs, Loopio was suggesting enough answers that they could complete most questionnaires on their own. When we had an increase in volume, the other SEs were much more self-sufficient to complete the work on their own without me having to do everything."

As a result, Loopio has enabled Bugcrowd to **go from one person completing Security Questionnaires in a "tedious and repetitive" manner to a distributed process**, in which responding to questionnaires is a shared responsibility of the entire SE team.

## Streamlining Collaboration With Loopio

Loopio has also enabled Bugcrowd's Sales Engineering team to collaborate with Subject Matter Experts on the Product, Engineering, and Infrastructure teams more efficiently. Whenever SEs encounter questions that are not in the Loopio Library, they can easily assign them out to contributors as they go through the project and trigger reminders for late responses from within Loopio.

## Completing Standardized Assessments with Loopio

At Bugcrowd, a lot of Security requests come in the form of standardized assessments such as the Standardized Information Gathering (SIG) questionnaire. They also often see documents that were converted from industry compliance standards such as SOC 2 or ISO 27001 into questionnaires. So there is **a lot of overlap between the questions**, even if they are worded differently.

With Loopio, Bugcrowd is able to complete these Security Questionnaires faster. Within a project, SEs leverage the robust search functionality to identify questions that are the same or similar to those already answered in the past. "Two questions that may be worded differently are going to pull the same content from our Library of answers."

**"Not only did Loopio make it way faster for me to answer these questionnaires, it also made it easier to interact with other teams."**

**Leif Dreizler** | Manager, Program Architecture, Bugcrowd

## Benefiting From Platform Improvements in Loopio

Leif has also been impressed with Loopio's release of features. He says, "The Loopio team is delivering extra value in terms of the product with each release. The marked improvement of the import process from when we were evaluating Loopio to now is huge."

## Cutting Response Time With Loopio

By creating a centralized knowledge repository and leveraging it in their Security Questionnaire responses, Bugcrowd's SE team has **cut their response time by 50%**. Now they're able to focus their time on building perfect solutions for their customers.

**"One of the features that's really cool today is the ability to directly import an Excel document. Something that used to have to be copy and pasted and reformatted is now a handful of clicks and you get the whole document imported."**

**Leif Dreizler** | Manager, Program Architecture, Bugcrowd



Loopio's RFP Response Software Platform helps you supercharge your responses to RFPs, RFIs, and Security Questionnaires.

Ready to see Loopio in action?

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