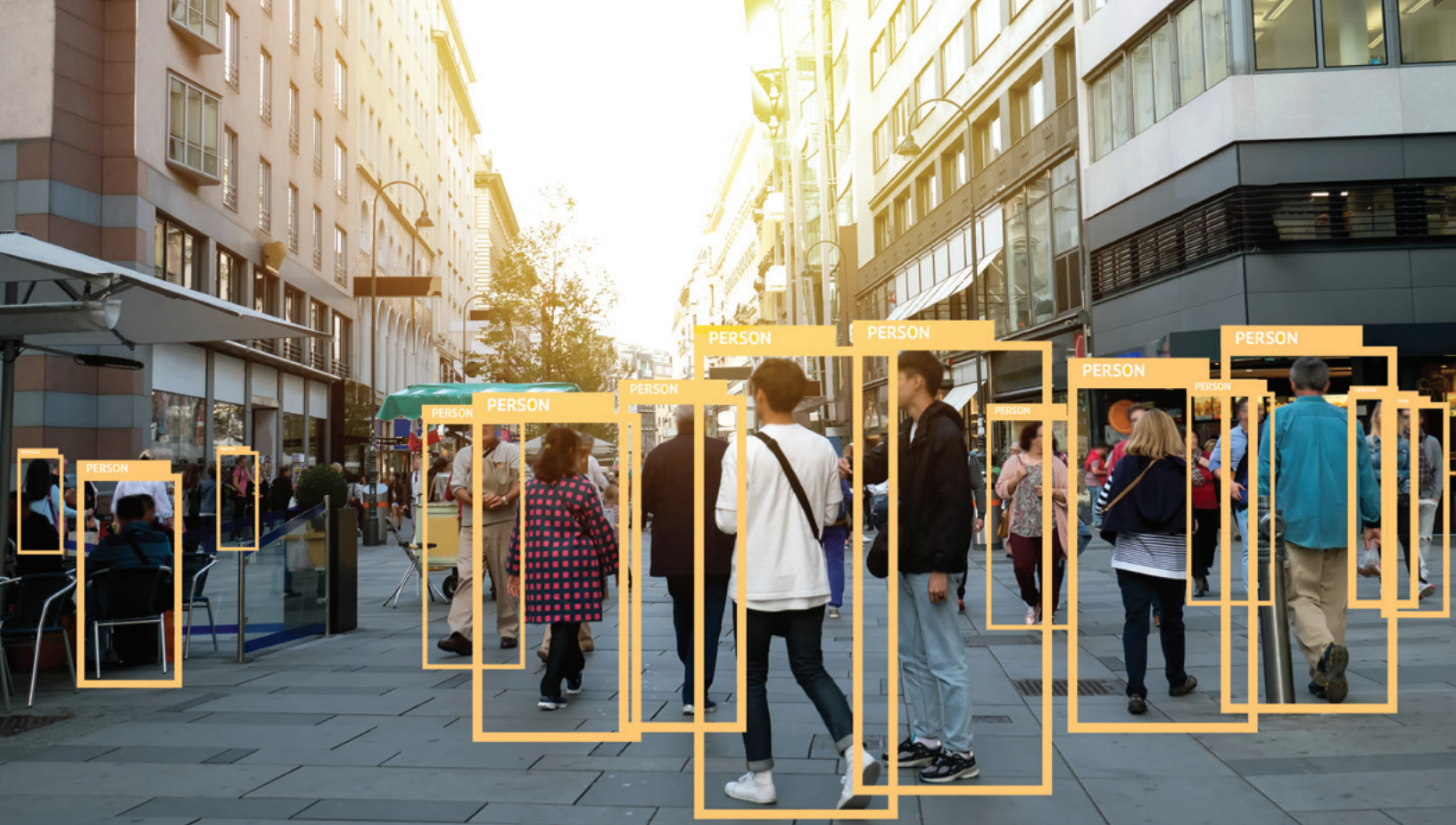


SPOTLIGHT ON COMPANIES Changing the World

How Software and Security Are Transforming the Way We Live



VERACODE
You change the world, we'll secure it.



Throughout the course of history, humans have benefited from a multitude of innovations: the wheel, the lightbulb, the automobile, the personal computer — just to name a few. And as the years pass and technology continues to evolve, we've seen even more innovations emerge and completely transform the way we live.

These groundbreaking ideas have the power to move mountains by solving some of the world's most critical and wide-ranging problems:

- They make us healthier.
- They make us more productive.
- They make us smarter.
- They make us kinder.
- **They make our lives better.**

The stories of why and how these innovations were brought to life all differ. But they each share a single trait: They began with an idea. An idea that was sparked by intellectual curiosity, passion, and creativity. Creativity that was nurtured by imaginative people and powerful technology. Technology that ended up changing our lives for the better.

At Veracode, we're constantly inspired by the companies bringing these technologies to the forefront. Every day, we have the opportunity to learn from and work with the people who make these transformative ideas a reality. We get to see firsthand how they're not only creating software to enrich our lives but how they're securing that software to protect the information we hold most dear.

These organizations are changing the world.





HOW UNUM IS CHANGING THE WORLD

Digital Transformation Changes the Way
Employee Benefits Are Seen — and Delivered



A mother giving birth to her first child. A man recovering from a work injury. A 10-year-old wearing his first cast after a hockey injury. Despite their different experiences and needs, these people all have one thing in common: They all depend on high-quality care to navigate life's critical moments.

When life changes — for better or worse — Unum believes that people shouldn't have to think, talk, or worry about their benefits: They should just work. In fact, the company believes that we should feel that peace of mind every day, knowing that a trusted provider is just one call or click away.

This outlook was the catalyst for the insurance company's brand tagline, a simple yet poignant promise: "We've Got You."

Unum provides employer benefits, including income protection, leave and absence, and dental insurance supplemental health, to its members. The company prides itself on making the customer experience as hassle-free as possible by embracing cutting-edge digital technologies that simplify the benefits process every step of the way.

"Whether it's growing a family or overcoming the unexpected, life always finds a way to test the limits. For benefits you and your employees don't have to worry about, Unum's got you."



Software's Critical Role in Experience Transformation

Software plays a critical role in delivering on Unum's brand promise, especially as consumer behaviors evolve and new technologies emerge.

Now more than ever, consumers want to be able to easily engage with businesses through a variety of digital tools and channels. This is especially true for Unum's customers, who want the power to quickly access benefits information online — and the flexibility to connect with a live service rep when they have a greater need.

Heightened expectations require new, more innovative approaches to customer service and engagement. That's why Unum embarked on a digital transformation that allowed the company to completely reimagine the way it conducted business through digital channels.

Together, software and technology empower Unum to not only successfully reach and engage more people online, but also to streamline the often-confusing purchasing and onboarding processes.

"Digital transformation doesn't stop at customer engagement," notes Hooper Kincannon, a senior security engineer at Unum. "After we've connected with those customers, we have to guide them through notoriously complicated benefits processes. But they don't have to be complicated! A digital transformation mentality allows us to reimagine those processes to make them easier and faster, and to provide an all-around better customer experience."

Maintaining Member Confidence During Critical Life Moments

Consumers are more in tune than ever with the realities of the digital economy. They know that businesses of all kinds use data to inform their marketing, service, and sales strategies. They also know that despite the benefits of having a seamless and personalized experience, there are inherent security risks if their data isn't stored and exchanged properly.

That is why, for Unum, security is a "non-negotiable," according to Kincannon. Because the data being shared by customers is extremely personal, the company understands the vital responsibility it has to protect that information. "In a world where data is so valuable," Kincannon explains, "we have to let our customers know they're in good hands."



How Veracode Helps Unum Transform Customer Experiences

Given security's critical role in gaining member trust and confidence, Unum needed a reliable partner to help it constantly keep pace with evolving threats and best practices in application security. To meet that goal, the company has established a highly collaborative relationship with Veracode that helps it accomplish key business objectives.

With Veracode's guidance, Unum successfully developed a web app security program that achieves an agreed-upon list of goals and expectations. The company's AppSec program is now an ever-present force across the enterprise, one that requires minimal intervention. As a result, Unum is better able to focus on creating innovative customer experiences as new channels and apps emerge.



HOW BLUE PRISM IS CHANGING THE WORLD

Robotic Process Automation Frees
Employees to Create and Innovate

A man with dark hair and glasses is looking intently at a laptop screen. The screen shows lines of code in a dark-themed editor. The background is slightly blurred, showing a desk and some papers.

Are you feeling more pressure to perform at work? You're not alone.

Burnout is becoming an extreme issue among full-time workers, with most employees (67%) feeling overwhelmed at some point during their work week, according to research from [Gallup](#). We only have 24 hours in a day — and only about nine hours daily in the office. And yet, we have more obligations on our plates than ever before.

A lot of times, it's the small tasks that swallow up our productivity. Think about how many times you stray from your work to send an email, make a quick call, or update a spreadsheet. These menial tasks may each take up just a few minutes of your day, but, when added together, they take up a lot of your time. Now imagine being able to offload those repetitive administrative tasks so you can focus on the bigger-picture projects that will help take your company to the next level. Think of all the value this could add to your organization. That's where Blue Prism comes in.

UK-based Blue Prism is a pioneer in the enterprise robotic process automation (RPA) software market. The company's innovative solution helps organizations automate end-to-end business products and eliminate the need for manual data entry and processing tasks. Transitioning these tasks from people to Blue Prism's proprietary [Digital Workers](#) is making employees' lives simpler and eliminating the risks inherent in manual processes. Incorrect data entry on a financial report, for instance, could have major implications for a multimillion-dollar business.

At its core, Blue Prism's mission is to help "give back millions of work hours to clients enterprise-wide." These essential hours ultimately translate into dollars for a business. Less time spent on repetitive tasks and more time spent on strategic projects ultimately leads to reduced costs and increased profits driven by idea creation and business progress.

A man with short dark hair and glasses, wearing a white shirt, is shown in profile, looking at a computer monitor. The background is a blurred office setting with other computer monitors.

Securing the Digital Business

Data accessibility and transparency are what make Blue Prism's RPA solution so powerful. As more company tasks are automated and more information is shared with digital workers, the technology grows more efficient and effective. But the abilities that make RPA so powerful also make it attractive to would-be attackers. That's why cybersecurity is such a critical investment for Blue Prism. It could even be considered foundational to its product development and client relationship management.

A single breach — or even a hint of application security vulnerability — could have an extremely negative impact on brand perception and trust. In fact, the impact could be felt through the entire business, hurting current client relationships and stopping potential sales opportunities in their tracks.

Because the cybersecurity landscape is evolving so quickly — and cybercriminals are becoming increasingly sophisticated — Blue Prism's leadership team invested significantly in internal education and empowerment. Specifically, the company partnered with Veracode to find and address flaws earlier in the software development lifecycle and more efficiently manage found vulnerabilities. This commitment to managing application security risk is integral to Blue Prism's mission to create powerful, trusted solutions that make people's days more productive — and their work more meaningful.

“With the huge increase in cybercrime over the past few years, cybersecurity is now a key requirement that can make or break a business deal.”

**— Scott Mitchell,
Blue Prism Security Architect**



How Veracode Helps Blue Prism Maintain Application Security Excellence

In the current technology environment, it's essential that companies strategically manage their information risk. That's why Blue Prism sought to develop a more proactive application security process that was designed to better safeguard its RPA software from outside threats.

By implementing Veracode's Verified program, Blue Prism acquired a clear blueprint for comprehensive application security from inception through production — without interfering with already established in-house processes. Within seven months, the company reached the Verified Continuous tier, which is the third and final

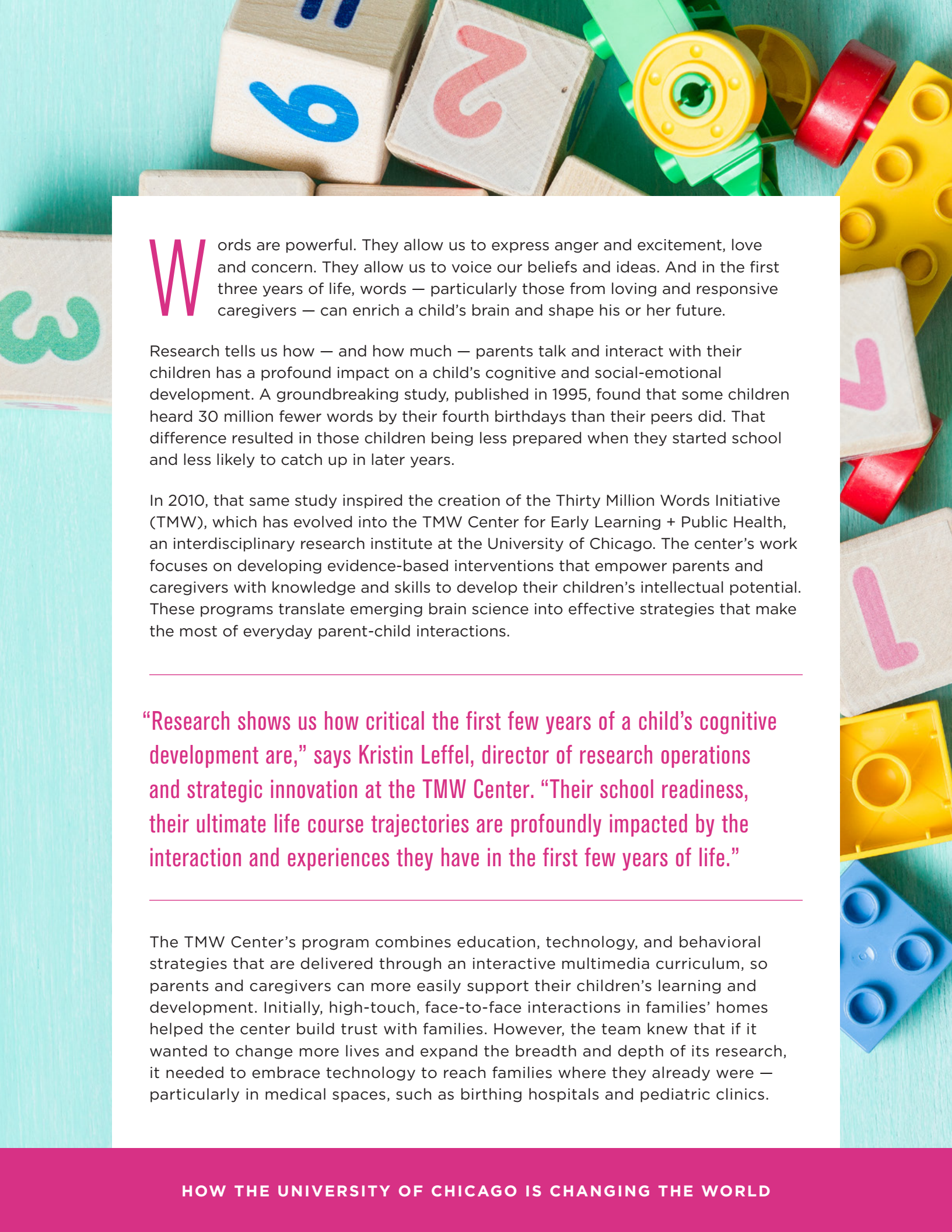
tier in the program. This accomplishment has helped Blue Prism optimize its application security efforts and reaffirm to customers and prospects its dedication to data and information security. Blue Prism's developers can now more easily identify and fix new flaws, and manage vulnerabilities in its existing codebase. Because new trends and threats are constantly shaking up the cybersecurity landscape, the development team continues to receive ongoing training and educational support. And they now actively code with security in mind, rather than it being an after-thought.

Externally, reaching the Verified Continuous tier has helped Blue Prism earn a competitive advantage with both existing and prospective customers. The company now touts the security embedded in its products in its marketing materials and webinars, discussing the differentiators that truly set it apart from the competition.



HOW THE UNIVERSITY OF CHICAGO
IS CHANGING THE WORLD

The TMW Center for Early Learning
+ Public Health Gives Children a Voice



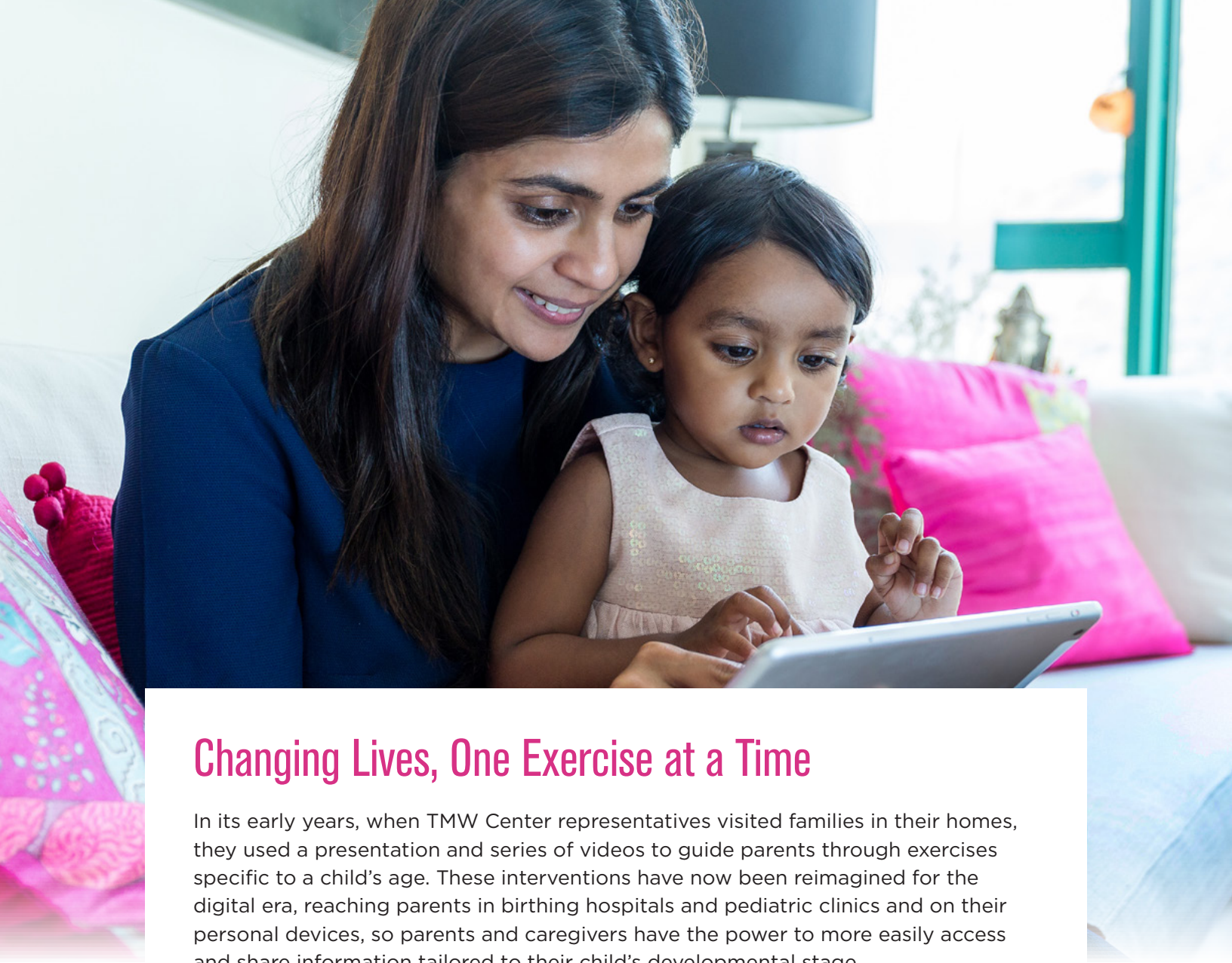
Words are powerful. They allow us to express anger and excitement, love and concern. They allow us to voice our beliefs and ideas. And in the first three years of life, words — particularly those from loving and responsive caregivers — can enrich a child's brain and shape his or her future.

Research tells us how — and how much — parents talk and interact with their children has a profound impact on a child's cognitive and social-emotional development. A groundbreaking study, published in 1995, found that some children heard 30 million fewer words by their fourth birthdays than their peers did. That difference resulted in those children being less prepared when they started school and less likely to catch up in later years.

In 2010, that same study inspired the creation of the Thirty Million Words Initiative (TMW), which has evolved into the TMW Center for Early Learning + Public Health, an interdisciplinary research institute at the University of Chicago. The center's work focuses on developing evidence-based interventions that empower parents and caregivers with knowledge and skills to develop their children's intellectual potential. These programs translate emerging brain science into effective strategies that make the most of everyday parent-child interactions.

“Research shows us how critical the first few years of a child's cognitive development are,” says Kristin Leffel, director of research operations and strategic innovation at the TMW Center. “Their school readiness, their ultimate life course trajectories are profoundly impacted by the interaction and experiences they have in the first few years of life.”

The TMW Center's program combines education, technology, and behavioral strategies that are delivered through an interactive multimedia curriculum, so parents and caregivers can more easily support their children's learning and development. Initially, high-touch, face-to-face interactions in families' homes helped the center build trust with families. However, the team knew that if it wanted to change more lives and expand the breadth and depth of its research, it needed to embrace technology to reach families where they already were — particularly in medical spaces, such as birthing hospitals and pediatric clinics.



Changing Lives, One Exercise at a Time

In its early years, when TMW Center representatives visited families in their homes, they used a presentation and series of videos to guide parents through exercises specific to a child's age. These interventions have now been reimaged for the digital era, reaching parents in birthing hospitals and pediatric clinics and on their personal devices, so parents and caregivers have the power to more easily access and share information tailored to their child's developmental stage.

"It's not sustainable or scalable to have a brick-and-mortar TMW shop in every community with staff who can deliver interventions," Leffel explains. Instead, the TMW tech platform integrates into existing health, education, and social service systems, so parents can receive timely and developmentally appropriate guidance from professionals they know and trust. Parents and caregivers can also access children's information — including exercise results and ongoing progress — through a self-service experience on any device.

The TMW tech platform doesn't just allow the TMW Center to change more lives; it helps the center gather more meaningful data to expand upon its groundbreaking research and improve the effectiveness of its programs. In fact, the TMW Center constantly evaluates a child's performance and progress to understand how its programs are working and for whom, and how it can maximize the impact of those programs for families. It then delivers tailored results and recommendations through the self-service experience and through conversations with medical professionals.

Safeguarding Precious Information

At their core, the TMW Center team are researchers through and through. In order to be successful at their jobs, they must build trust among parents and caregivers. After all, these guardians have the final say regarding whether they and their children participate in the program, and they must feel confident that their information is secure at all stages of the process.

Moreover, the TMW Center must comply with key healthcare regulations, such as Health Insurance Portability and Accountability Act of 1996 (HIPPA). Because the TMW Tech Platform integrates into key medical systems and workflows, the team must be confident that the platform isn't vulnerable to the risk of data theft. In order to bolster its security, the TMW Center worked with the [BSD Information Security Office program](#) and its creator and CISO, Plamen Martinov. To this day, the program provides the center with a customized information security program that helps reduce risk and build resilience.

Early in the creation of the TMW Tech Platform, Martinov says, "Security seemed like an impediment to the process; now, it enables it." For example, BSD ISO added automated security scans to help ensure that the program and platform adhere to all of University of Chicago's security requirements, as well as to key regulations.






How Veracode Supports the TMW Center's Expansion

The BSD Information Security Office uses tools like those from Veracode to help the TMW Center development team maintain platform security. Continuous integration and continuous delivery (CI/CD) make security the “fabric” of the platform, embedding it into the entire development process. As a result, the TMW Center team can ensure all content is delivered correctly and all private data is stored safely.

“Automating scanning and making security results more accessible to the TMW Center developers, including DevOps, layered security into the platform from the start,” says Martinov. This helps ensure that the program and platform adhere to the University of Chicago’s security requirements, as well as to leading security practices. And the increased security allows medical professionals and caregivers to feel confident that children and families’ personal information remains secure as it’s delivered across platforms and devices.



We're at the dawn of the fourth industrial revolution
Software is ingrained in our daily lives, and it's doing remarkable things.
It isn't just powering our world — it's changing it.

Veracode celebrates the many ways our customers change the world with the software they create. Regardless of our customers' industries, they all work diligently to develop solutions and experiences that make people's lives easier, healthier, and even more fulfilling. We're inspired by their intellectual curiosity, passion, and creativity, as they strive to solve the complex problems affecting the world we share.

We bring this inspiration to our work advancing the security of software so that creators and innovators can freely and confidently follow their ideas.

You and your company have the power to make your mark on the world, too. But with that power comes great responsibility. You must not only be able to create cutting-edge software solutions but also confidently keep them, and the people using them, safe. We can help.

Veracode will tackle the inherent application security risk inherent in building and deploying software, so that you can work unfettered, free to solve the world's problems.

Are you ready to change the world? Begin today.



For more information on how Veracode can help you change the world, **visit our site now.**

VERACODE

You change the world, we'll secure it.

Veracode gives companies a comprehensive and accurate view of software security defects so they can create secure software, and ensure the software they are buying or downloading is free of vulnerabilities. As a result, companies using Veracode are free to boldly innovate, explore, discover, and change the world.

With its combination of automation, integrations, process, and speed, Veracode helps companies make security a seamless part of the development process. This allows them to both find and fix security defects so that they can use software to achieve their missions.

Veracode serves more than 2,000 customers worldwide across a wide range of industries. The Veracode Platform has assessed more than 8 trillion lines of code and helped companies fix more than 36 million security flaws.

Learn more at www.veracode.com, on the Veracode [blog](#), and on [Twitter](#).

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