



HFS Hot Vendor:

Jit

Coverage initiated: Q4 2022

# Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Horizons reports, but they have the vision and strategy to impact and disrupt the market.

# A DevSecOps platform to boost security while preserving development velocity



Authors: Ralph Aboujaoude Diaz

The advancement of DevOps has helped organizations bring IT and business operations closer together. But it appears that security has been left behind, as [only 31% of cybersecurity executives reported that DevSecOps practices have been deployed widely across the enterprise.](#)

DevSecOps, the practice of introducing security early and throughout the software development lifecycle, is still perceived by many as a development velocity killer. But the pressure to deliver products quickly to customers, budget constraints, or extensive change management required to “shift left” (the efforts to guarantee application security at the earliest stages in the development lifecycle) can no longer be an excuse. Enterprises need both development velocity and security, and it is now unacceptable to be forced to compromise one for the other.

Jit, an early-stage but well-funded start-up based in Tel Aviv, helps organizations tackle the inherent conflict between velocity and security through its DevSecOps orchestration platform.

Jit believes security with good velocity increases productivity, and productivity is what developers, and ultimately product owners, care about most. By enabling security at a good velocity, developers can build at speed with confidence.

Jit empowers engineering teams with security know-how by offering a rapid codification of security checklists and a seamless orchestration of

underlying security tools needed to secure all product layers. Jit makes it simple for developer organizations to embed continuous security monitoring practices into the continuous integration (CI) and continuous delivery (CD) workflows. Its DevSecOps platform creates a unified developer experience by integrating various open-source security tools such as OWASP Zed Attack Proxy (ZAP), one of the most popular open-source security tools. Through the Jit platform, developers can automatically identify security vulnerabilities in their code and implement a minimum viable security (MVS) mindset into their product development life cycle.

In due diligence interviews, customers highlighted the ease of deployment and the seamless experience that the platform provides to developer and engineer communities. The platform has been a key enabler for meeting security and compliance requirements without slowing sprint delivery. Customers mentioned that Jit abstracts away the complexity of integrating and orchestrating controls across multiple security layers. They also praised the availability and responsiveness of Jit teams, including executives, to questions and concerns throughout the deployment and during business-as-usual activities.

## HFS' take

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HFS has designated Jit as an HFS OneOffice™ Hot Vendor because of its distinguished approach to DevSecOps practice and developer experience. Jit is purpose-built for developers (as opposed to a platform for security people) and supports a pull versus push strategy to help organizations embrace the much-needed DevSecOps mindset and underlying practices. The philosophy behind the platform is to empower developers to own security for their products (built-in security approach) without asking them to become security experts. This is a refreshing change from traditional “shift-left” solutions that force developers to adopt and

comply with security requirements imposed by security teams (the security “bolt-on” approach). Jit is actively working to extend integration capabilities by bringing in more public cloud environments and open-source DevOps tools and improving product features by learning from a constant customer feedback loop. Jit is a native product-led growth company, and its lead generation is currently 100% inbound. Jit is laser-focused on customer satisfaction and platform enhancement. Soon, monetization will be at the forefront of its expansion strategy, including creating outbound marketing campaigns.

## Vendor factsheet

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- **Founded:** 2021
- **Key executives:** David Melamed, Cofounder, CTO; Aviram Shmueli, Cofounder, Strategy and Research; Tsahy Shapsa, Cofounder, Co-CEO; Ron Zalkind, Cofounder, Co-CEO; Gil Zimmermann, Cofounder, board member
- **Funding sources:** Privately owned. In June 2022, Jit raised \$38.5 million in seed funding led by Boldstart Ventures, FXP Ventures, Insight Partners, Tiger Global Management, and strategic angel investors.
- **Number of clients:** 100+ engineering teams worldwide
- **Solution portfolio**
  - Security tools: Code security (OWASP dependency check, NPM-Audit, Gosec, Bandit, and Gitleaks), runtime security (OWASP Zed Attack Proxy), infrastructure security (Prowler, AirlAM, Trivy, and KICS), CI/CD pipeline, security operations, and third-party services
  - Integration: Off-the-shelf integrations (such as GitHub, AWS, AWS Lambda, GCP, GitHub Actions, Visual Studio code, Slack, Jira) and custom integration developments with open-source security tools (such as OWASP ZAP, OWASP Dependency Check, Semgrep, GitLeaks, Gosec, Bandit, Kics, Prowler, NPM-Audit, Trivy)
- **Industry coverage**
  - Technology, healthcare, fintech, real estate
- **Partnerships**
  - GitHub, AWS, OWASP



# About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand-side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries. Its analysts are respected for their no-nonsense insights based on demand-side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, Digital OneOffice™ and OneEcosystem™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation and Process Intelligence, Blockchain, the Metaverse and Web3. HFS has deep business practices across all key industries, IT and business services, sustainability and engineering.

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