

STARTUP CITY

ROOTNIK LABS

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STARTUP CITY 10 BEST STARTUPS
 VULNERABILITY ASSESSMENT & PENETRATION TESTING 2024

An annual listing of '10 BEST VULNERABILITY ASSESSMENT & PENETRATION TESTING STARTUPS - 2024' represents not only the knowhow of companies offering innovative solutions and services, but also the ingenuity of young organizations revolutionizing the industry.



Heena Kousar
 Assistant Editor
 STARTUP CITY

ROOTNIK LABS:

Innovating Cybersecurity with AI & Manual Testing



Arindam Halder
 Co-Founder & CEO

The cybersecurity industry is witnessing rapid growth, driven by escalating cyber threats and an increasing reliance on digital transformation across all sectors. As organizations face sophisticated attacks, the demand for advanced security solutions has surged. Businesses are prioritizing comprehensive security strategies that combine automation with human expertise to address complex vulnerabilities. However, customers often face challenges such as navigating complex threat landscapes, balancing compliance with comprehensive protection, and addressing skill shortages. Rootnik Labs is a pioneering cybersecurity firm specializing in manual penetration testing and innovative security solutions. Committed to safeguarding digital environments, the company combines expert-driven methodologies with advanced technologies to address evolving threats and enhance overall resilience for clients.

Rootnik Labs was founded with a vision to raise cybersecurity standards in an industry often prioritizing profit over genuine security. Unlike competitors that rely on automation, the firm prioritizes personalized assessments & innovation, developing advanced offensive tools, and integrating AI for adaptive security solutions. Establishing credibility as a newcomer proved challenging, par-

ticularly regarding client trust and sensitive data concerns. To overcome this, the company forged partnerships with established firms, demonstrating its expertise through impactful results. Participation in community seminars further enhanced its reputation by building its brand around authenticity, quality, and trust, relying on word-of-mouth referrals to attract clients. "By prioritizing transparency and providing valuable educational content, Rootnik Labs positioned itself as a trusted authority in cybersecurity", says Arindam Halder, Co-Founder & CEO, Rootnik Labs. **Pi-**



Rootnik Labs specializes in advanced cybersecurity solutions, combining manual penetration testing with AI-driven tools for comprehensive threat protection

Pioneering Cybersecurity with Advanced Technologies

Rootnik Labs specializes in comprehensive cybersecurity solutions, offering rigorous penetration testing across various platforms, including infrastructure, web applications, mobile apps, and thick clients. Their Red Team assessments simulate real-world attacks, providing critical insights into an organization's security posture and identifying vulnerabilities. With a focus on cloud security and API testing, the firm ensures robust protection for sensitive data, addressing the challenges of modern digital environments. In case of security breaches, their digital forensics and incident response services are essential for investigating incidents and mitigating risks, enabling swift recovery. Further, supporting regula-

tory compliance by conducting audits aligned with standards like ISO/IEC 27001:2022 and ISO/IEC 27701:2019. Additionally, the firm bridges the gap between industry and academia, delivering quality offensive and defensive training based on extensive research and development, enhancing cybersecurity awareness. Its customizable Cloud Cyber Ranges product create unique security challenges for enhanced training quality.

Rootnik Labs stands out in cybersecurity by simplifying complex security processes, enabling clients to focus on growth without the constant worry of threats. The firm employs a hands-on, research-driven approach to identify intricate vulnerabilities, particularly in business logic and critical attack vectors.

The company offers consultancy services for implementing and managing Security Operations Centers (SOC) across various sectors, with a focus on strategic planning, seamless deployment, and optimized daily operations to ensure comprehensive cybersecurity. Additionally, the company implements Security Information and Event Management (SIEM) and Endpoint Detection and Response (EDR) solutions for real-time monitoring, enhancing threat detection and intrusion prevention capabilities.

To enhance protection, cloud-native security tools are employed to safeguard cloud infrastructures. Together, these elements create a comprehensive security framework responsive to the evolving cyber threat landscape.

As AI becomes more integral to cybersecurity, Rootnik Labs is planning to innovate by integrating AI-driven tools with manual testing. By prioritizing quality and maintaining high service standards, the company aims to achieve long-term goals and make a significant impact in the cybersecurity landscape. **■**