

## Why Should You Care?

APIs are the backbone of your business, driving the customer, partner, and employee experiences that set you apart from the competition. Yet, despite handling some of your company's most sensitive data, APIs often lack adequate protection against attacks. Salt Security provides the comprehensive API protection your organization needs—securing your business and ensuring your competitive edge.

## Protecting the APIs Driving Modern Business

Salt Security is the pioneer in API security, empowering organizations to protect the APIs at the heart of their applications. With an AI-driven approach and deep expertise, Salt Security identifies vulnerabilities, stops API attacks, and ensures secure digital innovation for the world's leading brands.

## Financing and Market Leadership

Backed by top-tier investors like Sequoia Capital, Insight Partners, and Advent International, Salt Security has raised over \$270 million, solidifying its position as the market leader in API security. Recognized by Gartner, Forrester, and G2 as the leading API security solution, Salt is trusted by Fortune 500 companies and high-growth startups alike.

## Industry Stats

### API Traffic Dominates:

APIs now account for **83% of all web traffic**, according to Akamai.

83%

### API Breaches Are Costly:

Gartner reports that API breaches expose **10x more records** than other types of breaches.

10x

### Increased Focus:

By 2025, **50% of organizations** will prioritize API security over traditional application security.

50%

## Customers

Salt Security safeguards APIs across a wide range of industries, including:

### Financial Services:

Major banks and fintechs depend on Salt to secure sensitive financial data.



### Healthcare:

Providers and payers rely on Salt to protect patient information and meet HIPAA compliance.



### Retail & E-commerce:

Salt ensures secure online transactions and protects customer data.



### Technology:

Leading SaaS companies use Salt to secure APIs that power their platforms.



Our customers below highlight Salt's unmatched scalability and reliability for enterprises of all sizes.

SoFi



Cathay Bank

CSI

ENVERUS

Fireblocks

Kingston

riskified

stryker

tipalti

Veridian

Vermeer

WORKPLACE OPTIONS

Celsius

HYUNDAI

ARMIS

## The Problem We Solve

### APIs: The #1 Attack Vector for Modern Applications

APIs are the backbone of digital transformation, powering 90% of modern web traffic. But this ubiquity comes at a cost—APIs are now the leading attack vector, accounting for the majority of web application breaches. Key challenges include:

#### Shadow and Zombie APIs:

APIs that are undocumented or forgotten, creating blind spots.

#### Lack of Visibility:

Traditional security tools don't provide the necessary depth for API monitoring.

#### Evolving Threats:

Attackers exploit complex logic flaws unique to APIs, bypassing standard defenses.

#### Understanding Posture Gaps:

Current tools don't provide visibility into any gaps you have between the API policy you've defined and the actual situation.

## Key Differentiators

### Why Salt Security is the Market Leader in API Security

#### Comprehensive API Protection:

Salt covers the full API lifecycle, from development to production, identifying risks early and preventing attacks in real time.



#### AI-Driven Threat Detection:

Salt's patented AI engine analyzes API traffic over time, identifying anomalies and stopping attackers before they cause harm.



#### Unmatched Visibility:

Salt provides a complete API inventory, uncovering shadow, zombie, and rogue APIs to eliminate blind spots and integration with other tools like NG-SIEM and SOAR products delivering advanced API telemetry and risk.



#### Proven Scalability:

Salt supports the largest, most complex API environments, offering reliable protection for high-traffic ecosystems.



#### Compliance Ready:

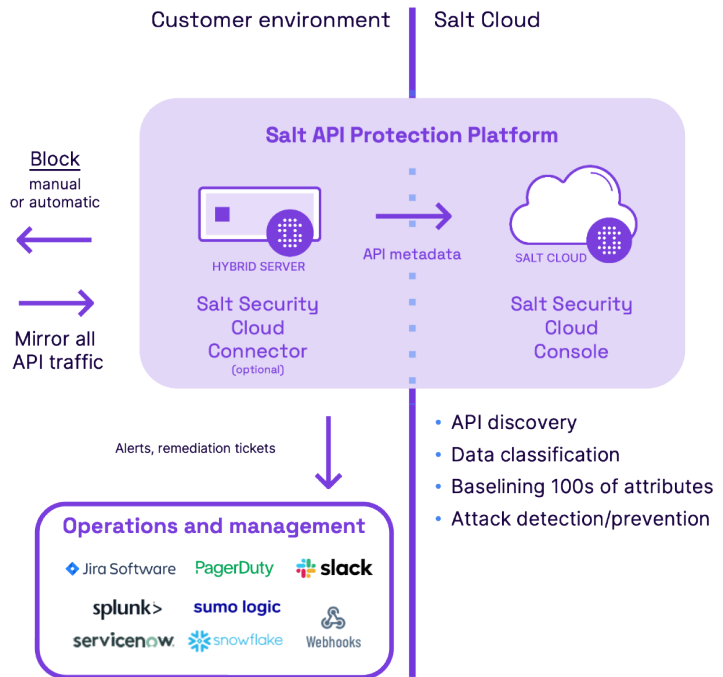
Helps organizations meet stringent regulatory requirements, including PCI DSS, HIPAA, GDPR, and DORA. Including access to Salt's Policy Hub for one-click policy creation and reporting.



## Salt in Action

The Salt platform does not need agents or code modifications for deployment. We gather a copy of your API traffic and transmit metadata to the Salt big data platform. Our patented AI and ML algorithms uncover all your APIs, pinpoint posture gaps, create a baseline for normal API behavior, and identify and thwart attackers.

- 1 Not inline
- 2 Automated, continuous
- 3 Environment agnostic



- API discovery
- Data classification
- Baselining 100s of attributes
- Attack detection/prevention