

Zurich Seguros Turns Software Security into a Competitive Advantage



Customer

Zurich Seguros

Industry

Insurance

Location

Brazil

Veracode Products

Static Analysis (SAST)
Software Composition
Analysis (SCA)
Dynamic Analysis (DAST)
Veracode eLearning

"In practice, SHIFT LEFT 360° brought concrete changes to the teams' routines. We started identifying and addressing vulnerabilities much earlier, reducing rework, increasing operational efficiency, and improving product delivery. The partnership with Veracode was essential to accelerate this evolution and provide technical support for our growth in application security maturity."

Igor Araújo Espósito

BISO

Zurich Seguros

Executive Summary

Zurich Seguros, a leading global insurance provider, has accelerated its digital growth by embedding security into its development culture. To support an expanding portfolio of online products and services, Zurich needed to move beyond reactive security measures and make it a core business capability. The company faced challenges with late-stage remediation, low developer engagement, and processes that couldn't scale. By partnering with Veracode, Zurich launched its "SHIFT LEFT 360°" initiative, integrating Veracode's Software Security Platform into its Azure-based development lifecycle. This strategic shift resulted in a 99% developer adoption rate, a 70% reduction in audit findings, and approximately R\$ 2 million in cost avoidance in the first 90 days, turning application security into a key business enabler.

The Challenge: Embedding Security into a Culture of Digital Growth

As Zurich Seguros embraced an accelerated cycle of digital transformation, its existing application security model proved insufficient. With more products and customer journeys moving online, the company's reactive security posture created bottlenecks. Security was treated as a final step, separate from development, which led to significant inefficiencies and potential risk.

Key challenges included:

- **Late-Stage Fixes:** Vulnerabilities were found near production, causing costly interruptions and high rework.
- **Lack of Developer Ownership:** Development teams were not enabled or engaged in security, leading to low scan coverage and a growing backlog of unresolved flaws.
- **Manual, Slow Processes:** Security reviews were manual and inconsistent, creating delays that hindered time-to-market.
- **Misaligned Priorities:** Fixes were prioritized by technical severity rather than business impact, leaving critical systems exposed.

Zurich recognized the need to shift from a reactive stance to a proactive one. Security had to become a shared responsibility — a core component of the product itself — to protect revenue, enhance the customer experience, and ensure compliance.

The Solution: End-to-End Automated Security and Cultural Transformation

In partnership with Veracode, Zurich built a comprehensive application security program for its cloud-native solutions, integrating automated scanning across the entire software development lifecycle. The "SHIFT LEFT 360° — Cloud, Code & Culture" program was born.

The solution included Veracode Static Analysis (SAST), Software Composition Analysis (SCA), and Dynamic Analysis (DAST), fully integrated into Zurich's Azure DevOps environment. With scans running in the IDE and CI/CD pipeline, developers received immediate, actionable feedback, allowing them to find and fix flaws early.

A cornerstone of this transformation was the Security Champions Program. Zurich appointed a champion in every squad, responsible for translating risk into product impact. The program drove cultural change through gamification, leaderboards, and executive recognition. Veracode eLearning provided on-demand, data-driven training tailored to each team's specific needs, empowering developers to code securely from the start.

The Results: Driving Business Value with Secure Development

The partnership with Veracode delivered significant, quantifiable benefits, making intelligent software security a competitive advantage for Zurich. One of the most vital benefits was the ability to build and deploy software with speed and confidence.

- **Proven Financial Efficiency:** Zurich achieved ~R\$ 2 million in cost avoidance within the first 90 days by reducing rework, exceptions, and audit costs.

- **Accelerated Development:** The company saw a 90% improvement in change time for critical releases and reduced the time to fix new flaws to under 30 days.
- **Drastic Risk Reduction:** Proactive flaw remediation led to a 70% decrease in audit findings in core business areas like quoting, issuance, and claims.
- **Massive Gains in Adoption and Compliance:**
 - **Application Scan Coverage:** 20% to 99%
 - **Policy Compliance Rate:** 20% to 99%
 - **Developer Adoption Rate:** 20% to 99%
- **Simplified Auditing:** With Veracode, auditing became a continuous process. Automated evidence and centralized dashboards reduced audit cycle times and simplified ISO 27001 compliance.

Conclusion

Zurich Seguros successfully transformed its application security program from a development bottleneck into a strategic business driver. By pairing Veracode's integrated platform with a powerful cultural initiative, Zurich has created a sustainable model for secure innovation. The "SHIFT LEFT 360°" program empowers developers, reduces risk, and delivers measurable ROI, providing a foundation of digital trust that supports the company's ambitious growth plans.