



Pentesting 101:

A Non-Technical Guide for Business Leaders

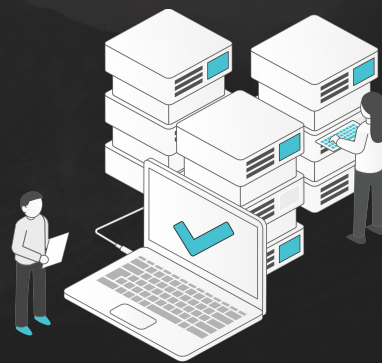
Why Should You Care About Penetration Testing?

A Non-Technical Guide for Business Leaders

You don't need to be an IT expert to understand why cyber security matters.

One successful attack can cost your business time, money, and reputation. That's where **penetration testing** (or **pentesting**) comes in - it's a way to make sure your business is as secure as it should be.

This guide is for **you**, the business leader. No jargon, no confusing tech talk. Just clear, simple information to help you make smart decisions that protect your business.



What Is Penetration Testing?

Imagine hiring a friendly "hacker" to try to break into your business - not to steal anything, but to show you where the weak spots are so you can fix them before a real attacker finds them.

That's essentially what penetration testing is:

A safe, controlled test of your systems, carried out by experts, to find out how vulnerable you really are.



Why Businesses Like Yours Need It

Even with antivirus software, firewalls, and regular updates, your systems might still have gaps that attackers can exploit. Those gaps can come from things like:



Outdated software



Human error



Weak passwords



Misconfigured settings

Penetration testing helps you spot these weaknesses before they become real problems.

You wouldn't leave your office doors unlocked overnight, pentesting makes sure your digital doors are locked, bolted, and alarmed.



+44(0)1937 541 411



hello@deansltd.co.uk



deansplc.co.uk

What Does a Pentest Involve?

In Plain English

Here's what typically happens during a pentest:

- + We Learn About Your Business** - Our team speaks with you to understand what you want to protect - whether it's your website, customer data, internal systems, or all of the above.
- + We Plan the Test** - We decide how and where to test, based on your needs. We'll only test areas you agree to, no surprises.
- + We Try to "Break In" Safely** - Our ethical hackers simulate an attack to see how far they can get, just like a real attacker would. But don't worry, it's all done responsibly and securely.
- + We Report Back Clearly** - You get a simple, easy-to-read digital report that shows:
 - What we found
 - How serious the risks are
 - What steps to take next
 - This is all stored on our SecurePortal which you can access at any time.
 - As part of our service, you also receive free ongoing vulnerability scanning, which is also conveniently saved on SecurePortal for you.
- + We Help You Fix It** - Our job isn't done until you understand the risks and have a clear plan to fix them. We'll even support your team if needed.

1 Testing

Pentesting services, ensuring robust security through advanced vulnerability identification and mitigation techniques.

2 Remediation

Comprehensive remediation advice within SecurePortal, providing data-driven solutions to fortify your business' security.

3 Ongoing Scanning

Automated vulnerability detection for web apps and infrastructure, ensuring continuous security between tests.



Common Myths About Pentesting

Let's Clear These Up

“I already have antivirus - I'm fine.”

Antivirus is useful, but it only catches known threats. Pentesting looks at how an attacker could get in through other routes - like human error or poor configuration.

“I don't have anything worth hacking.”

If you've got customer data, financial records, or even just an online presence, you've got something worth stealing. Cybercriminals don't always target big companies - small and medium-sized businesses are often easier to attack.

“It sounds technical and expensive.”

It doesn't have to be. At Pentest People, we work with businesses of all sizes and tailor the process to your needs and budget. And we explain everything clearly, no tech talk needed.

How Often Should I Do a Pentest?

We recommend testing at least once a year - or whenever there's a major change to your systems, like a new website launch, software update, or company restructure.

Cyber threats are always evolving, and staying ahead means testing regularly.

Why Choose To Work With Us?

- + We speak your language**
You don't need to be technical, we make everything easy to understand.
- + We're real people**
You'll work with friendly experts who care about protecting your business.
- + We're trusted**
We work with organisations across all sectors, from startups to major brands.
- + We help you take action**
Our clear reporting and expert advice mean you can fix issues fast.

A Range of Testing Options

We Have an Array of Penetration Testing Services to Suit All Businesses

Infrastructure Penetration Testing

Assess and measure your cyber security through Infrastructure Testing to allow you to manage the identified issues.

Web Application Penetration Testing

Assess your critical Web Applications for Security Vulnerabilities with our Web Application Testing Service.

Cloud Penetration Testing

We offer a range of cloud services to highlight areas of misconfiguration and risk in your AWS & Microsoft instances.

Mobile Application Testing

We will perform a thorough test on your mobile applications for both IOS & Android operating systems.

CREST OVS Web App Assessment

We will assess your Web Applications to the all new CREST security standard.

Cyber Essentials & CE+

Guard against the most common cyber security threats and demonstrate your commitment to cyber security with a CE accreditation.

IT Health Check

Pentest People are a CHECK accredited organisation and can scope and perform your IT Health Check for access to the PSN.

API Penetration Testing

We will assess your API for Security Vulnerabilities with a thorough API Penetration Test.

Desktop Application Testing

We offer robust and reliable solutions, meticulously designed to ensure your application's optimal performance.

Red Team Assessments

Simulating a realistic scenario from an Advanced Persistence Threat (APT) group's perspective & highlighting all vulnerabilities from a range of vectors.

Social Engineering

We will research, develop and manage a Social Engineering assessment of the security of your people and processes utilising the latest techniques.

IoT Penetration Testing

Our IoT testing services offers a crucial means to evaluate and strengthen the security measures associated with any given connected device.

Next Steps: Let's Talk

Want to know how secure your business really is? Let's have a quick, no-obligation chat. Our experts are happy to walk you through what a pentest could look like for you, in plain English.