



Customer use case

Smart storage needs smart security – placeB tests its systems with a Bugtest and VDP

At a glance

Challenges

- Fully digital operations – IT as the backbone
- High customer expectations for physical and digital security
- Cyberattacks could pose an existential threat

Benefits

- Fast remediation of smaller gaps
- Increased trust and professionalism
- External security feedback available at any time



“For SMEs, a Bugtest is a simple and efficient way to check your own security and uncover vulnerabilities.”

Tobias Kaufmann
CEO

About placeB

placeB is a Swiss provider of self-storage solutions. Since 2016, the company has grown to 55 locations across Switzerland, opening around ten new sites every year. Its IT infrastructure is mission-critical: everything from access systems to contract and billing management to location operations runs digitally.

Challenge

Customers expect not only that their storage box is physically secure but also that the IT systems behind it are reliable and well protected. For placeB it was clear: cybersecurity is not a “nice to have” but a business-critical requirement. Cyberattacks could threaten the very existence of the company.

placeB started with a Bugtest by GObugfree to check its systems for vulnerabilities. This was followed by a Vulnerability Disclosure Program (VDP), enabling continuous feedback from the ethical hacker community.

Benefits

External security check

The Bugtest confirmed the stability of the systems and helped close smaller gaps quickly.

Greater confidence

Employees, management, and customers know the systems have been tested – which boosts confidence and supports sales.

Proven professionalism

Gegenüber Investoren oder in einer Due Diligence kann placeB zeigen, dass es strukturiert mit IT-Sicherheit umgeht.

Future-proofing

The results form a solid foundation for introducing a bug bounty program in the future.