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# How a Top Auto Giant Scaled Developer-Led Security

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# How a Global Automotive Leader Built a Developer-Led Security Program at Scale

## Challenges

- Need for Practical Security Skills: Developers struggled to apply abstract security concepts to their daily work.
- Integrating Security into Workflows: Integrating security practices into existing developer workflows was challenging, and traditional security training wasn't effective.
- Scaling Security Efforts: With a large and growing number of developers, they needed a scalable way to build a security-aware culture and distribute security ownership.
- Keeping Pace with Change: The fast-paced nature of technology and evolving threat landscape required a dynamic and up-to-date training approach.

## Outcomes

- Scaled Developer Security Training & Ownership—Trained thousands of developers, fostering security awareness and empowering them to take ownership of security in their projects through hands-on training and a Security Champions program.
- Measurable Security Competency—Demonstrated tangible improvements in developer security knowledge, with feedback and vulnerability recognition in their own code, tracked through key metrics like belt completion rates.
- Seamless Security Integration—Embedded security into developer workflows with hands-on, technology-specific training, ensuring efficiency without disrupting development speed.

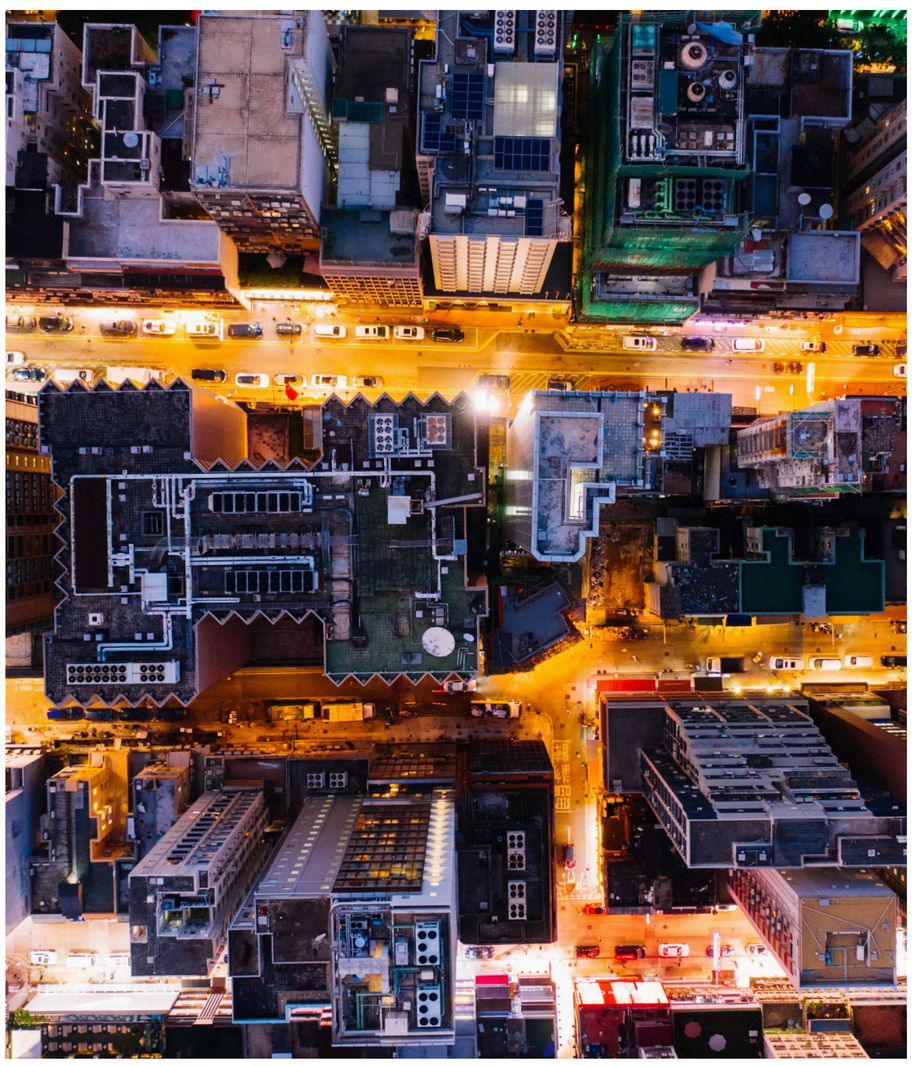
Industry
**Automotive**

Region
**Germany/Global**

Product
**AppSec**

## Usage:

- 217,000 labs completed
- 91,500 hours completed in 2024



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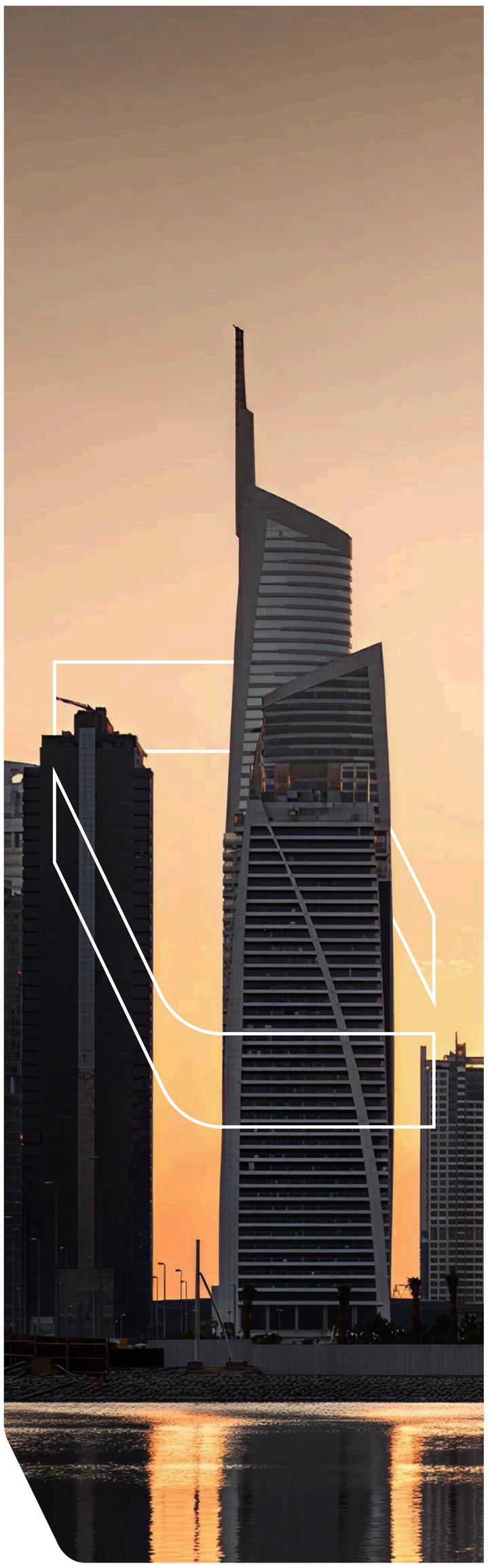

## Outcomes cont...

- Business-Aligned, Secure Development—Supported business growth by enabling faster, more secure development cycles, and balancing speed and security to drive innovation.
- Faster, Proactive Response to Emerging Threats—Leveraged up-to-date security content to equip developers with the latest threat intelligence, ensuring a forward-thinking, resilient security posture.

## Background

A Fortune 500 company and a top-ranked organization on the inaugural Fortune 500 Europe list, this leading global automotive manufacturer of luxury passenger cars and premium vans partnered with Immersive to build a developer-led security culture at scale.

This partnership helped embed security practices within daily workflows. Shifting their emphasis on technology to people and processes, the team saw demonstrable improvements in developer security competency.

## The Challenge

The company faced challenges equipping developers with practical security skills and integrating security into SDLC workflows. Meanwhile, they found it difficult to scale a dynamic application security training program that supports innovation and keeps pace with evolving threats.

| Certification & Compliance | | | Trusted by the World's Largest Organizations | | | |
|---|---|---|---|---|---|---|
| ISO 27001 Certified | CYBER ESSENTIALS CERTIFIED | GDPR | 400+ Customers | >3.5M Total Labs Complete | >100K Unique Users | >2.5K Hands-on Challenges |

**Be Ready.**

 

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## Solution

The company launched a comprehensive DevSecOps Program centered on people and processes, including a Security Champions program designed to empower developers to take on essential security tasks effectively and efficiently. By establishing a DevSecOps maturity framework, developers could benchmark their current security practices and measure their effectiveness.

To support this initiative and scale practical security training, they partnered with Immersive.

Dennis Klemmer, one of the program leads, explained that he and his colleagues designed the training program for every stakeholder throughout the software development lifecycle, including security champions. Then, working with Immersive, they created role-specific training paths, ensuring hyper-relevant, tailored learning experiences for every individual.

The program follows a structured, cumulative approach inspired by martial arts. It starts at a foundational "White Belt" level, covering security basics and company-specific processes. Participants progress to more advanced, comprehensive, and specialized security training using familiar technologies, learning by doing. This hands-on approach, interacting with real applications and supported by content that shares the hacker’s mindset, means they learn to identify and fix vulnerabilities, driving both efficiency and cyber resilience.

The training program continues to evolve today, adding new levels to meet changing security needs. While company-specific modules are developed internally, foundational training and advanced levels provided by Immersive focus on offensive security practices, such as introductory penetration testing, for applications with elevated security requirements.

At key milestones, participants are recognized for their engagement. Gamifying learning inside and outside the platform supports engagement, which the company knew was critical for building a security culture.

Immersive training enhances the company’s DevSecOps program by aligning content with real-world scenarios, incorporating developer feedback, and delivering relevant labs based on authentic use cases. Unlike traditional methods, this practical approach bridges the gap between theory and practice, ensuring effective knowledge transfer.

The platform's constant content updates mean developers can learn about emerging threats and vulnerabilities in real-time, ensuring relevance in an evolving security landscape. Ultimately, Immersive plays a crucial role in embedding security practices into daily workflows, making training engaging, relevant, and highly effective.

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> The benefit of a platform like Immersive lies in its ability to deliver security topics through hands-on training tailored to developers. By focusing on technology-specific content, it ensures that the training is highly relevant and easily applicable to their daily work, making it more impactful and meaningful for them.

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**Dennis Klemmer**
Program Lead

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## The Result

With over 9,000 belts completed by users across multiple business units, each containing 20-30 labs, Immersive AppSec content enabled the team to drive security enablement at scale.

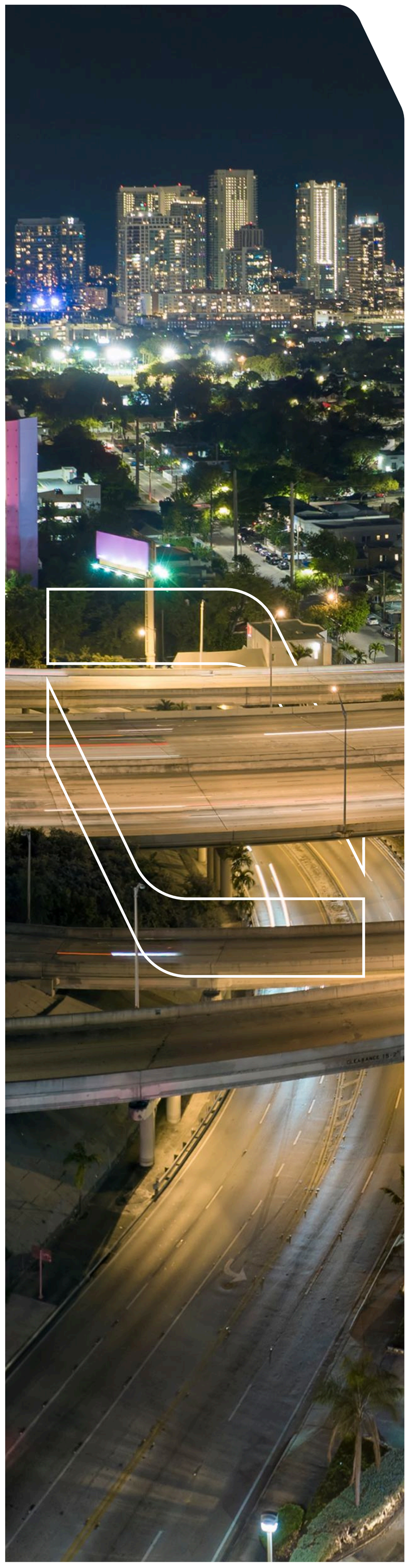
“That kind of usage was helpful when it came to extending our contract with Immersive,” reported Klemmer. “We sometimes get feedback like, ‘Hey, I’ve done your lesson! It helped me recognize vulnerabilities in our source code,’ which is wonderful to hear.” He also highlighted the value of gamification as a means to energize developers to engage with the content. With users across multiple business units, Immersive’s approach also enabled the program to gain traction and deliver key outcomes at scale.

Partnering with Immersive addressed core security challenges, helped embed cutting-edge security practices into daily workflows, and made security skills development practical, relevant, and impactful for developers and stakeholders.

**Key advantages include:**

- Practical, hands-on experience: Unlike traditional methods, Immersive AppSec content bridges the gap between theory and application, maximizing knowledge transfer and retention.
- Always up-to-date training: Real-time lab updates eliminate manual updates and ensure participants stay equipped with the latest security knowledge.
- Engaging and effective learning: Immersive’s approach removed barriers for developers and diverse teams to embrace security, making integrating secure practices into daily work seamless.

Discover how Immersive equips developers to take ownership of security, integrating AppSec training into daily workflows for scalable cyber resilience. Download the AppSec data sheet to learn more.



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