

# Developer launch package



snyk

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# Preparing for your launch

We're here to help you successfully launch Snyk to your developers. This guide includes a number of resources to simplify the process.

## Ensure developers know how to access Snyk

Make sure your administrators, champions, and developers can easily access their new Snyk accounts through single sign-on (SSO).

To learn more about options and the technical set up for SSO, visit the [SSO, authentication and user provisioning](#) course in Snyk Training.

## Share your WIIFM

**What's In It For Me?** Your developers hold the key to a successful Snyk deployment. Use these questions to plan how you'll introduce Snyk to developers, so they understand why it matters to them.

- Why did you choose Snyk? Why are you implementing it now?
- (If you piloted the Snyk deployment with one or two influential developers or teams) What have you all learned so far? Any best practices to share?
- What are your Snyk project success metrics for 3, 6, and 9 months after implementation?

Consider making a short 1-2 minute video describing these insights to share in your messaging with developers. Alternatively, you might include a section in your internal wiki outlining why Snyk and why now.

## Three pillars of success

We suggest three pillars to a successful launch with developers.

- Communications
- Training and live hacking sessions
- Swag

We include templates and links in the following sections to help you get started.



# Launch checklists

Use these checklists to prepare for your Snyk launch.


## Pre-launch checklist

- Group technical set-up
  - set up SSO
  - determine org structure/naming convention
  - notification defaults
- Define success metrics
- Identify influential developers as security champions/early adopters
- Define communications plan
- Communications - inform org admins
  
- Organization admins attend training with Snyk (coming soon)
- Organization technical set-up - create org and
  - define notification defaults
  - set license policy
  - set ignore permissions
  - define project import strategy
  - set up integrations
  - assign org administrators
  - invite developers

## Launch checklist

- Communications - inform developers
- Communications - posters/stickers/swag
- Developers attend training sessions (coming soon)
- Import projects
- Use the prioritization options for building a remediation plan
- Fix vulnerabilities and license issues

## Post-launch

- Celebrate successes
  - Review/provide feedback
  - Track security progress against goals
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# Learning Snyk

## Instructor-led training

Sign up for these Snyk sessions:

- [Group Kickoff Sessions](#) - a 45-minute session to cover roll out best practices
- [Customer Office Hours](#) - 30-minute sessions with an expert discussion on a specific topic, followed by the opportunity to have your questions answered
- Live Hacking Events - Stranger Danger sessions run by our Developer Relations team to live hack exploits
- Getting started as a Snyk admin (coming soon)
- Introduction to Snyk as a developer (coming soon)

## Self-paced learning

Visit [Snyk Training](#) for self-paced onboarding to help implement and begin using Snyk at your company. There are three learning paths designed for onboarding new accounts and new employees.

- Decisions for DevSecOps with Snyk - learn how to prepare for rolling Snyk out to your teams
  - [Ways to implement Snyk at your company](#)
  - [Snyk account structure](#)
  - [SSO, authentication and user provisioning](#)
  - [Notifications](#)
  - [Project import strategies](#)
  - [Launch Snyk to your teams](#)
- Set up and manage an Organization - learn how to set organization-level configurations
  - [Notifications](#)
  - [Members and permissions](#)
  - [Source code manager configurations](#)
  - [Ignoring issues](#)
- Use Snyk Tools - learn concepts and tasks for using Snyk in the UI, in the CLI, or with an IDE plug-in
  - [Introduction to the Snyk UI](#)
  - [Introduction to Snyk CLI](#)
  - [Introduction to using Snyk in an IDE](#)

# Creating a security champions program

A security champions program is a great strategy for encouraging developer adoption of Snyk.

Start with developers who are willing to volunteer, with representation from the security team to serve as security coaches.

To find additional resources to help you begin your own security champions program, visit the Snyk Training course, [Security champions program](#).

## Email/message templates

### **Snyk Organization admins**

Do you have organization admins helping set up the structure of your Snyk account? Are they in charge of inviting developers? This is your chance to drum up excitement about the part they play in rolling out the new security program.

#### **Audience:**

Developers and/or security team members selected to administer one or more Snyk organizations

#### **Directions:**

Use the following template to communicate the Snyk rollout to the admins. Be sure to update the text in brackets with your own details. Then send the message to the admins via email.

## Email template

To: Snyk organization admins

Subject: Launching Snyk at **[Company name]**

Hi all,

I'm excited to announce that we'll be launching Snyk at **[name of business unit or company]**. Each of you has an important role to play as we complete the technical set up of our account and begin rolling out this new security initiative.

With Snyk, we expect to:

- **[Insert goal 1]**
- **[Insert goal 2]**
- **[Insert goal 3]**

What does this mean for you? Since you'll be managing and monitoring your organization in Snyk, we'd like you to **attend a group training session** that will help you complete the technical set up of your organization and understand the process for finding and fixing issues with Snyk.



You'll receive an invitation to the training session by **[insert time for expectation setting]**. If you have any questions, feel free to email me. Thanks for your support in making this a successful implementation!

Regards,

\_\_\_\_ **[Sender]**

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## Slack communication template

 New: security initiative with Snyk! We will be rolling out Snyk to [insert goal 1], [insert goal 2], and [insert goal 3]. Mark your calendar to attend a group training session that will help you complete the technical set up of your organization and understand the process for finding and fixing issues with Snyk. [Insert details of calendar invite: add to calendar]. Questions?  on this Slack or email [insert contact info].

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## Security champions

Your security champions are critical to the success of your program and will be your biggest advocates for driving Snyk adoption. This is your chance to get them excited about their role in implementing the new security program.

### **Audience:**

Developers selected to champion the developer security program

### **Directions:**

Use the following template to communicate the Snyk roll out to the security champions. Be sure to update the text in brackets with your own details. Then send the message to the security champions.

### Email template

To: Snyk security champions

Subject: Launching Snyk at **[Company name]**

Hi all,

I'm excited to announce that we'll be launching Snyk at **[name of business unit or company]**. Each of you has been selected as an early adopter, and will get early access to Snyk to shape our new dev-first security practices.

As part of the launch process, we'll invite you to a training session to learn more about Snyk and the products we're implementing.

You'll also get access to Snyk Academy for self-paced tutorials to help you get started.


More info can be found at **[hyperlink to your internal resource page/wiki with more info]**.

Regards,

\_\_\_\_ **[Sender]**

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### Slack communication template

 **New:** early access to security initiative with Snyk! Action required - attend this training session on [insert time, date, Zoom] to learn more about Snyk and the products we're implementing. More info can be found at **[hyperlink to your internal resource page/wiki with more info]**.

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## Developers

This is your chance to get developers excited about better ways to introduce security into their work. If Snyk can make their lives easier, they'll be more likely to get on board.

### **Audience:**

All developers

### **Directions:**

Use the following template to communicate the Snyk roll out to the rest of the developers. Be sure to update the text in brackets with your own details. Then send the message to the developers.

### Email template

To: Developers

Subject: Launching Snyk at **[Company name]**

Hi all,

I'm excited to announce that we're implementing Snyk at **[Company name]**.

**[optional: add personalized video, if desired]**

Snyk will help us **[enter your goal(s)]**.

As part of the launch process, we'll invite you to a short "Intro to Snyk" and Q&A session to learn more about Snyk and the products we're implementing. You'll also have the opportunity to attend a developer training session, and get access to Snyk Academy for self-paced tutorials to help you get started.

We're looking forward to building secure applications together, with less frustration and interruption to your workflows for addressing security issues.

More info can be found at **[hyperlink to your internal resource page/wiki with more info]**.

Regards,

\_\_\_\_ **[Sender]**

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## Slack communication template

Snyk Dev-First Security Initiative: You're invited - brief "Intro to Snyk" and Q&A session on [insert date, time, Zoom info]. You'll also have the opportunity to attend a developer training session on [insert date/registration detail link], and get access to Snyk Academy [hyperlink] for self-paced tutorials to help you get started.

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# Snyk Run Book

Snyk account owner:

Your access link to Snyk UI:

Use these lists to help determine responsibilities within your organization for managing Snyk.

[Initial set up tasks](#)

[Group admins](#)


[Org admins](#)

[Developers](#)

[Resources for Success](#)

# Initial set up tasks


Visit the links for related learning.

- ❑ Set up [SSO](#).
  - ❑ Determine [org structure/naming convention](#).
  - ❑ Define [notification defaults](#) (for the group, and for the first org).
  - ❑ Define success metrics based on [program maturity](#).
  - ❑ Identify influential developers as security champions/early adopters.
  - ❑ Define communications and training plan.
  - ❑ Set up first organization (refer to [Org admins section](#) for tasks).
  - ❑ Develop [project import strategy](#) and begin importing projects.
  - ❑ Create additional organizations and begin importing projects.
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# Group admins

Visit the links for related learning.

Group administrators manage these tasks in Snyk:

- ❑ Define [session expiration](#).
  - ❑ Add and [manage](#) group and organization administrator(s).
  - ❑ Create and manage [service accounts](#) used across multiple orgs.
  - ❑ Define group [notification defaults](#).
  - ❑ View [reports](#) across all organizations.
  - ❑ Modify default [license policy](#)/create custom license policies.
  - ❑ Modify default [security policy](#)/create custom security policies.
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# Org admins

Visit the links for related learning.

Organization administrators manage these tasks in Snyk:

- ❑ Add and [manage](#) members and member access.
- ❑ Define [ignore permissions](#) (for new orgs).
- ❑ Manage [service accounts](#).
- ❑ Connect Snyk to applications (for new orgs, new integrations, or change in phase of maturity):
  - ❑ [Source control](#)
    - ❑ Default Snyk test for pull requests
    - ❑ Automatic Fix pull requests
    - ❑ Manual fix pull requests
    - ❑ Automatic dependency upgrade pull requests
    - ❑ Dockerfiles
  - ❑ [Container registries](#)
  - ❑ Container orchestrators
  - ❑ [Platform as a service](#)
  - ❑ [Serverless](#)
  - ❑ [Jira](#)
  - ❑ [Slack notifications](#)
- ❑ Define language settings.
- ❑ [Monitor Snyk usage](#).
- ❑ Define [notification defaults](#).
- ❑ Determine project import strategy ([CLI](#), [source code integration](#)).
- ❑ Manage project testing schedule.


# Developers

Visit the links for related learning.

Developers manage these tasks in Snyk:

- ❑ Test projects (open source, containers, code, configuration files).
  - ❑ Locally via [CLI](#) or [IDE](#)
  - ❑ By adding to Snyk [web app](#)
- ❑ [Review remediation advice](#).
- ❑ Use the [prioritization options](#) for building a remediation plan.
- ❑ Create [Jira issues](#).
- ❑ Open Fix PRs ([Open Source](#), [Container](#)).
- ❑ Fix issues.
- ❑ [Ignore issues](#).
- ❑ Review Snyk tests on PRs in source code manager.
- ❑ Review automatic fix PRs.
- ❑ Adjust [personal notifications](#).
- ❑ Add Snyk to [CI/CD pipeline](#).

## Resources for Success

- Chat live with Snyk support agents for fastest response to technical questions - <https://support.snyk.io>.
  - Log a technical support case or provide product feedback at [support@snyk.io](mailto:support@snyk.io).
  - Join the Snyk Community on Discord - Learn more [here](#).
  - Join the Office Hours sessions - Register [here](#).
  - Access product documentation [here](#).
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# Launch Package Change Log

Version	Date	Notes
2.1	July 5, 2022	Updated training, community, and documentation links





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