Thoropass™

Unlocking Revenue with Compliance

How integrated compliance and audit shortens sales cycles and unlocks revenue

Executive summary

Speed used to feel like a luxury in compliance. Something every team wanted, but none actually had. But if you want to enable your sales team to close more business, you can't treat it as a luxury. Speed is a revenue requirement.

Most security and compliance teams aren't slow because they lack effort, talent, or intent. They're slow because traditional compliance models are structurally designed to introduce friction. Managing separate vendors for software and audit creates handoffs, misalignment, rework, and unpredictability. In fact, the only thing you can really predict are friction and delays.

The result is stalled deals, blocked market entry, and revenue that never materializes.

Key takeaways:

- Every month of compliance delay means **deals you can't close** and **future markets you can't enter**
- Traditional models create **coordination gaps**, **rework**, and **surprises**
- Combining your auditor and compliance automation into the same platform **eliminates handoffs** and **accelerates timelines by up to 67%**
- Speed and quality are not trade-offs when expert guidance is **built in from day one**

The cost of **slow compliance**

Why speed matters

Compliance is often framed as a box to check for security teams. In reality, it is either a blocker or enabler for quicker revenue growth.

The Hidden Cost of 12-Month Compliance

MONTH 1-3

Can't respond to enterprise RFPs

You're left off the list before the conversation even starts.

MONTH 4-6

Losing deals to certified competitors

Competitors with certifications win the deals you could have.

MONTH 7-9

Sales pipeline stalls

No new logos. Forecasts slip. Growth slows.

MONTH 10-12

Finally certified, but 12 months of lost revenue

You earn the badge - but the opportunity cost is already real.

When **compliance drags**, the business feels it immediately:

- **Lost deals:** Enterprise buyers require frameworks like SOC 2 before signing. No certification means no contract at worst, or delayed deals at best.
- **Delayed market entry:** Selling into industries like Healthcare or fintech is often impossible without robust compliance.
- **Pipeline stagnation:** Additional security questionnaires can consume 40+ hours per deal without existing frameworks in place.
- **Competitive disadvantage:** Your competitors with more demonstrated security postures win deals you can't even pursue.

Compliance speed directly impacts **sales velocity**, **win rates**, and **expansion opportunities**.

Why traditional models are **slow by design**

Delays are sometimes a feature, not a bug. They are built into **how traditional compliance models operate**.

In this model, software platforms help organize evidence - but auditors only engage later. That separation **creates risk**.

The disconnect:

- Platforms say you're "**Ready**," but auditors have **different expectations**
- **Rework cycles** emerge when auditors reject evidence late
- Guidance arrives after the work is **already done**
- Timelines become **unpredictable**
- Auditors are often incentivized to **take longer** because they're able to **bill more hours**

Phase 1	The "Handoff Gap"	Phase 2	Phase 3
Build controls using platform	**Platform says "Ready"** / **Auditor says "Not Ready"**	**Rework and remediate**	**Audit fieldwork**
3-4 MONTHS	**1-2 MONTHS**	**2-3 MONTHS**	**1-2 MONTHS**

Total: 8-12 Months

Surprise delays can add: Extra weeks or months due to rework, new findings, or scope creep

Unlocking more revenue with Thoropass

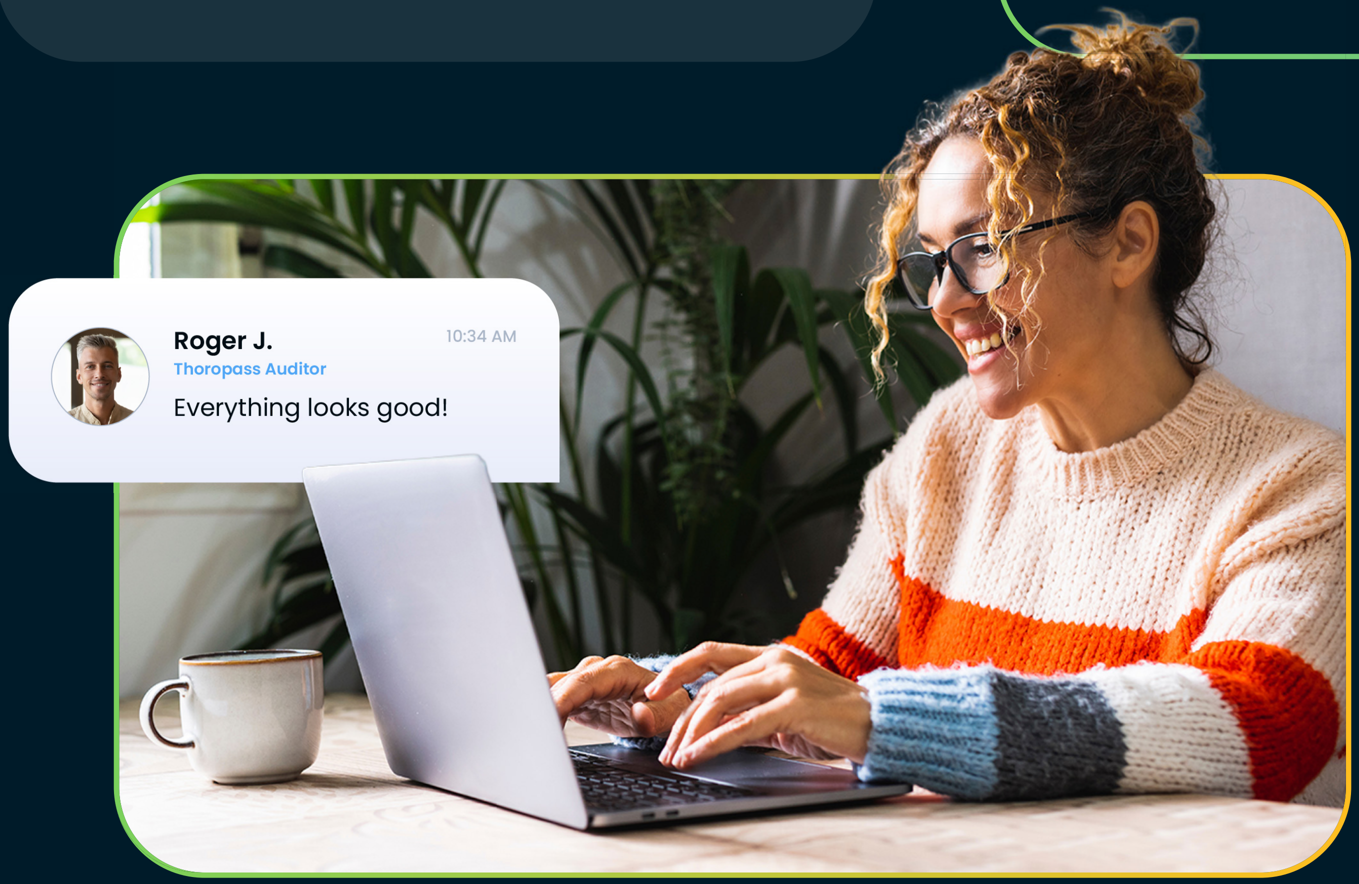
When readiness and audit are unified, speed becomes predictable.

Expert guidance from day one

With Thoropass, your auditors are involved from the start. And you have a consistent audit team, who you know. They give you feedback throughout the year to help you prepare for your audits. They're a consistent partner, instead of someone you dread talking to that only reaches out to tap you on the wrist when you've submitted evidence incorrectly.

Scoping, **control design**, and **evidence mapping** happen before audit work begins.

Teams get **proactive feedback** on whether controls are designed correctly.



Audit work becomes **confirmation of what you already expected, not a discovery action** in finding all of your existing security gaps.

And as any security professional who has ever been through an audit knows, the **removal of surprises removes a large majority of the frustration** around audits.

Up to
67%
faster audits

Eliminating handoffs nearly always means elimination of rework

With a single platform and integrated audit:

- Evidence is collected in a way that the auditor will review it
- No translation gaps or formatting mismatches
- Continuous validation replaces last-minute reviews

The result is fewer findings, faster audits, and less disruption.

Automation without guesswork

Automation can really accelerate work. But only when your compliance automation comes with a real human auditor, validating the work. Integrations pull evidence automatically.

Ask yourself, does your compliance automation platform include the below?

- Auditors within the platform verifying that evidence meets requirements as you go
- AI that is flagging issues early, so your teams are able to fix them before the audit actually begins

Predictable, compressed timelines

The Thoropass model replaces uncertainty with clarity:

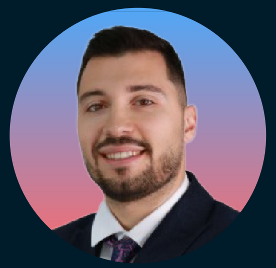
- Clear milestones with auditor accountability
- Consistent and continuous audit readiness, instead of constantly trying to get ahead of your next audit
- Accelerated audit timelines by up to 67%

Real world results

From the audit perspective, **Thoropass has become an extension of my team**. There will always be benefits to having an automation platform, but having a strong audit partner, like the one we found with Thoropass, is invaluable.

Perry Wilson
Director of Information Security
Array Behavioral Care

Thoropass had an immediate commercial impact for us. Whenever you bring up the fact that you're SOC 2 certified, it erases a lot of doubts in the eyes of customers.



Rubin Haxhiymeri
Revenue Operations Lead
Cardo AI

We picked Thoropass because it provides an assessor and a platform. A lot of other companies have only a platform and bring in a third-party assessor. Thoropass is a one-stop shop, which makes things much easier.

Chase Preston
Co-Founder and COO
HealthSnap

Business impact beyond compliance

Combining your audit and GRC together with Thoropass doesn't just unlock additional revenue for your company. It also helps you see huge gains in operational efficiency and cost savings.

Cost savings

Speed compounds value:

- Faster time-to-value means earlier revenue realization
- Reduced rework effort for your audits saves both time and budget

Operational efficiency

All-in-one audit reduces operational drag:

- One vendor, one invoice
- Reduction in manual evidence work
- Fewer findings and no surprise delays
- Predictability matters when revenue is on the line.

Conclusion

Compliance should accelerate growth, not block it.

When speed, expertise, and audit validation are built into a single experience, compliance becomes **predictable**, **defensible**, and **revenue-enabling**.

That means your teams are closing more deals and your company is generating more revenue. Your shareholders are happier and you helped achieve this as a security organization. It helps position you as a revenue enabler, instead of a cost center. And, of course, the time savings are an added bonus that your teams will be continuously thanking you for.

The security organizations that win aren't cutting corners. They're choosing models designed for speed from day one that help establish them as leaders within their organizations.

To learn more about unlocking revenue for your organization, **schedule a demo with a Thoropass expert today**.

Talk to an expert

Thoropass™