

**SANS**SPONSORSHIP  
PROGRAMAnalyst Program 

# A SANS 2021 Survey Cloud Security

Author: [Dave Shackelford](#) | Date: April 2021

As more organizations shift their IT strategies to cloud-based infrastructure, security teams are also evolving to use cloud security services that offer new and more effective controls and capabilities. These may include services and tools that provide network connectivity and security for end users and office locations, security monitoring and policy controls, and identity services, among others. This SANS survey will explore the types of services organizations are using, what types of controls and tools provide the most value, and how effective cloud security brokering is for a range of use cases.

## Why Sponsor the SANS 2021 Cloud Security Survey

### Lead Generation

300-lead guarantee with no cap.

### Branding

Cobrand the survey results whitepaper and webcast with SANS, the global leader in cybersecurity training, certification and research.

### Thought Leadership

Collaborate with our best SANS authors who are at the forefront of the ever-changing war on cybersecurity.

## About the Author



**[Dave Shackelford](#)**, SANS Senior Instructor, [@daveshackelford](#)

Dave Shackelford is the owner and principal consultant of Voodoo Security and a SANS analyst, senior instructor, and course author. He has consulted with hundreds of organizations in the areas of security, regulatory compliance, and network architecture and engineering, and is a VMware vExpert with extensive experience designing and configuring secure virtualized infrastructures. He has previously worked as CSO for Configuresoft, CTO for the Center for Internet Security, and as a security architect, analyst, and manager for several Fortune 500 companies. Dave is the author of the Sybex book *Virtualization Security: Protecting Virtualized Environments*, as well as the coauthor of *Hands-On Information Security* from Course Technology. Recently Dave coauthored the first published course on virtualization security for the SANS Institute. Dave currently serves on the board of directors at the SANS Technology Institute and helps lead the Atlanta chapter of the Cloud Security Alliance. Dave earned his MBA from Georgia State University.

## Sponsorship Inclusions

	Gold	Platinum
<b>Survey</b> <p>SANS will run a 20–25 questions survey for a minimum of 6 weeks. Sponsors will be informed of survey respondent counts. A SANS Analyst will develop a whitepaper based on the survey results. Sponsors will receive a draft of the paper and survey results for review and a final, branded survey results whitepaper for their use.</p>	✓	✓
<b>Survey Results Presentation Webcast</b> <p>The survey results will be presented by the survey author. The webcast will be branded with sponsor's logo. Sponsors will receive the webcast recording for their own promotions. Webcasts are archived for one year after the webcast date. Registrations may still be processed for archive viewing of the webcast. 300-lead guarantee with no cap.</p> <p><i>Webcast Date: TBA</i></p>	✓	✓
<b>Associated Panel Discussion Webcast</b> <p>The survey author will host a panel discussion with up to three sponsors discussing the SANS 2021 Cloud Security Survey results. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotions. 100-lead guarantee with no cap.</p> <p><i>Limited to three sponsors</i></p> <p><i>Webcast Date: TBA</i></p>		✓

## Additional Sponsorship Opportunities

### Associated Single-Sponsored Webcast

Sponsor your own webcast that aligns with the SANS 2021 Cloud Security Survey. The webcast will be promoted by SANS. 200-lead guarantee with no cap and continued lead generation as a SANS archive webcast.

### Associated Paper or Product Review

Publish a custom paper based on a segment of the report that is of interest to you or a product review that calls on the report as an entry point to the review. This associated paper includes a webcast.

### Associated Video

Have a SANS expert interview a representative of your company. The sponsor will receive a branded video(s) of the interview. The video will also be available on the SANS website for lead generation. SANS will organize all logistics.

## Lead Submission

### Lead Submission

The initial installment of leads from the webcast will be provided within two business days of the live webcast. Additional leads will be provided on a regular basis for the first three months following the webcast. After three months, leads will be provided as requested.

To see additional SANS Surveys and Analyst Papers, [click here](#).