



Endpoints in the Dagnet Survey

Co-Authors: [Justin Henderson](#) & [John Hubbard](#)

Webcast Date: **December 3, 2019** | Panel Discussion Webcast Date: **December 4, 2019**

Past SANS surveys show that endpoints of all types are being breached and used as launching points to dig deeper into organizations' networks. Yet, despite the variety of tools and high-quality log sources available for detection, the majority of respondents' organizations have yet to adopt technologies (such as behavior monitoring or analytics) or configure their SIEMs to gather the required logs that can provide needed context. Many organizations don't seem to be using solutions that offer auditing or advanced endpoint detection and response (EDR) capabilities. This survey will look for improvements in these and other elements of their endpoint programs.

Why Sponsor a 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 Authors



Justin Henderson
SANS Certified Instructor

Justin Henderson is a certified SANS instructor who has authored the SEC555 (SIEM with Tactical Analytics) course and co-authored SEC455 (SIEM Design and Implementation) and SEC530 (Defensible Security Architecture). He is a blue-team cyber defender who is passionate about making defense fun and engaging. Justin specializes in threat hunting via SIEM, network security monitoring and ad hoc scripting.



John Hubbard
SANS Certified Instructor
@SecHubb

John Hubbard is a certified SANS instructor who authored the new SEC450 (Blue Team Fundamentals) course and co-authored SEC455 (SIEM Design and Implementation). As a SOC lead and dedicated blue-teamer, he has first-hand knowledge of what it takes to defend an organization against advanced cyber attacks. John specializes in threat hunting, tactical SIEM design and optimization, and tailoring security operations to enable organizations to protect their most sensitive data.

Sponsorship Inclusions	Gold	Platinum
<p>Survey</p> <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>	✓	✓
<p>Survey Results Presentation Webcast</p> <p>The survey results will be presented by the survey authors. 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>Webcast Date: December 3, 2019</p>	✓	✓
<p>Associated Panel Discussion Webcast</p> <p>Survey authors will host a panel discussion with up to 3 sponsors discussing the 2019 endpoint survey and the 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>Limited to 3 sponsors</p> <p>Webcast Date: December 4, 2019</p>		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast Sponsor your own webcast that aligns with the 2019 endpoint survey. Your 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 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 & Promotions

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.

Promotions

Survey: Promotion for taking the survey will be promoted for 5-6 weeks through a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

Webcast: Promotion of the survey webcast will begin one week after the survey closes. The webcast will be promoted via a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

Cyber Defense Initiative 2019: Survey results will be presented by the authors at the Cyber Defense Initiative event in Washington, D.C. Attendees will receive a two-page preview of the survey results, including instructions on how to access the webcast & survey paper online.