



# SANS 2020 Automation & Integration Survey

Author: [Don Murdoch](#) | Advisor: [Barbara Filkins](#) | Date: May 2020

The 2019 Automation and Integration Survey provided an overview of where organizations are in their automation/integration journey. This extension of that survey looks at what automation activities have been successful—and why—and how organizations set up their automation activities to achieve meaningful results. Respondents will be asked to quantify their successes more concretely with the goal of understanding how organizations are able to maximize their security investment through automation efforts to improve operations.

The survey will ask key questions such as:

- What is the current level of security automation across key areas within an organization, such as the SOC, incident response and others?
- Where have respondents focused their automation efforts?
- How are organizations measuring the value of automation and integration?
- What critical automation requirements are needed to improve security posture? And what are the barriers to their implementation or realization?

Sponsor this survey and help SANS uncover how organizations set up their automation and integration activities to achieve meaningful results, quantify their successes, and maximize their security resources.

## Why Sponsor the SANS 2020 Automation & Integration Survey

### Lead Generation

300-lead guarantee with no cap. The 2019 Automation & Integration Survey generated 450+ leads.

### Branding

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

### Thought Leadership

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

## About the Authors



**Don Murdoch**  
SANS Instructor  
[@BlueTeamHB](#)

**Don Murdoch** is a SANS community instructor specializing in incident response and security operations. A solutions-oriented IT director and consultant, he has hands-on experience leading software/infrastructure/system development efforts for financial and healthcare systems, including requirements definition, executive-level strategy and communications, solution design, architecture, deployment, production and dissolution.



**Barbara Filkins**  
Director of Research  
SANS Analyst Program

Barbara Filkins, a senior SANS analyst, holds several SANS certifications, including the GSEC, GCIH, GCPM, GLEG and GICSP, the CISSP, and an MS in information security management from the SANS Technology Institute. She has done extensive work in system procurement, vendor selection and vendor negotiations as a systems engineering and infrastructure design consultant.

Sponsorship Inclusions	Gold	Platinum
<p><b>Survey</b></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><b>Survey Results Presentation Webcast</b></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><i>Webcast Date: May 2020 (date TBA)</i></p>	✓	✓
<p><b>Associated Panel Discussion Webcast</b></p> <p>Survey authors will host a panel discussion with up to 3 sponsors discussing the SANS 2020 Automation and Integration 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><i>Limited to 3 sponsors</i></p> <p><i>Webcast Date: May 2020 (date TBA)</i></p>		✓

## Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the SANS 2020 Automation and Integration 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 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.