SANS SPONSORSHIP PROGRAMS

Analyst Program

Common and Best Practices for Security Operations Centers Survey

Author: Christopher Crowley

Webcast Date: **July 10, 2019** | Panel Discussion Webcast Date: **July 11, 2019**

The 2019 SANS Security Operations Center (SOC) Survey will focus on providing objective data to security leaders who are looking to establish a SOC or optimize an existing SOC. The survey is designed to capture common and best practices, provide defendable metrics that can be used to justify SOC resources to management and to highlight key areas on which SOC managers should prioritize to increase the effectiveness and efficiency of security operations. The project will include real-world commentary taken from in in-depth interviews with respondents who are willing to share specific information about how they operate and what does and does not work for them.

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 Author

Christopher Crowley, a principal SANS instructor and course author for SANS courses in Managing Security Operations and Incident Response Team Management, holds multiple certifications. He received the SANS 2009 Local Mentor of the Year award for excellence in providing mentor classes to his local community. Chris is a consultant based in Washington, D.C., who has more than 15 years of experience in managing and securing networks. His areas of expertise include network and mobile penetration testing, mobile device deployments, security operations, incident response and forensic analysis.

Christopher Crowley
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Sponsorship Inclusions

	Gold	Platinum
Survey 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.	✓	✓
Survey Results Presentation Webcast The survey results will be presented by the survey author. 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. *Webcast Date: July 10, 2019*	✓	✓
Associated Panel Discussion Webcast The survey author will host a panel discussion with up to 3 sponsors discussing the 2019 security operations centers 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. *Limited to 3 sponsors* *Webcast Date: July 11, 2019*		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the security operations centers 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.

2019 Security Operations Center Summit: Attendees who attend the live survey presentation at the 2019 Security Operations Center Summit will be scanned. Leads will be provided shortly after the summit.

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.

2019 Security Operations Center Summit: Survey results will be presented by the author at the 2019 Security Operations Center Summit. Attendees will receive a two-page preview of the survey results, including notification of the time and location of the live results presentation and instructions on how to access the webcast and survey paper online.