Analyst Program

A SANS 2020 Survey | Closing the Critical Security Skills Gap for Modern and Effective Security Operations Centers Survey

Author: **John Pescatore** | Date: **July 2020**

There is a lot of publicity around the sheer numbers of unfilled job openings in cybersecurity; but in working with enterprise and government agencies, SANS has seen that the real need is for specific skills vs. simply more personnel. This survey focuses on developing insight into the key areas in which security operations skills needs are changing rapidly as threats evolve and business use of the cloud increases.

SANS defines a successful Security Operations Center (SOC) as one that "...**intervenes** in adversary efforts to impact the availability, confidentiality and integrity of the organization's information assets by **proactively** making systems more resilient to impact and reactively **detecting, containing and eliminating** adversary capability."

Any SOC that meets this definition of success will combine skilled people, effective processes and efficient technology. All organizations have the same access to security technology—in practice—the skills of the people are the critical prerequisite to enable organizations to define critical SOC processes; create use cases, hypotheses and plans; architect effective security solutions; and efficiently deploy, operate and maintain security systems. CISOs and SOC managers that can reduce or close their critical skills gap have the highest probability of minimizing business impact from cyberattacks.

SANS will survey SOC managers and other security operations hiring leads on such topics as:

- What tools they wish new hires had in-depth experience in
- What their critical staffing needs are

- How they find successful candidates
- What security technologies they have found to be most effective as "force multipliers"

In addition to the quantitative data, the survey will include a number of qualitative in-depth interviews with respondents to highlight best practices and lessons learned.

Why Sponsor the SANS 2020 Critical Skills 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

John Pescatore
SANS Director of Emerging Security Trends

John Pescatore joined SANS as director of emerging security trends in January 2013 after more than 13 years as lead security analyst for Gartner, running consulting groups at Trusted Information Systems and Entrust, 11 years with GTE, and service with both the National Security Agency, where he designed secure voice systems, and the U.S. Secret Service, where he developed secure communications and surveillance systems and "the occasional ballistic armor installation." John has testified before Congress about cybersecurity, was named one of the 15 most-influential people in security in 2008 and is an NSA-certified cryptologic engineer.

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 authors. 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. *Webcast Date: July 2020 (date TBA)*	✓	✓
Associated Panel Discussion Webcast Survey authors will host a panel discussion with up to three sponsors discussing the SANS 2020 critical skills 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 three sponsors* *Webcast Date: July 2020 (date TBA)*		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the SANS 2020 critical skills 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.