A SANS 2021 Survey | Making Visibility Definable and Measurable

Author: Barbara Filkins | Advisor: John Pescatore | Date: June 2021

Cybersecurity professionals consistently place visibility at the top of their recognized needs list. But the definition of “security visibility” covers a wide range, often lacking measurable elements that can help predict risk reduction if visibility is improved.

This survey/paper will capture insights from major stakeholder roles, such as SOC managers, IR team members, network security administrators, and CISOs or others in the C-suite. SANS instructors in red/blue/purple team areas will be queried for their inputs and experiences around best practices in defining and achieving business-relevant levels of security visibility. The analysis and report will provide a definition of visibility from both qualitative and quantitative perspectives.

Why Sponsor the SANS 2021 Visibility 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

Barbara Filkins, SANS Senior Analyst
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.

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

### 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.

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### Survey Results Presentation Webcast
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.

*Webcast Date: Coming Soon*

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### Associated Panel Discussion Webcast
The survey author will host a panel discussion with up to three sponsors discussing the SANS 2021 Visibility 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: Coming Soon*

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## Additional Sponsorship Opportunities

### Associated Single-Sponsored Webcast
Sponsor your own webcast that aligns with the 2021 Visibility 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 & 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.

#### Webcasts
Promotion of the survey results presentation webcast and the panel discussion 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.

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