



March 31, 2015

## ***Making a Difference in Cyber Security***

In December Alan Paller and I presented twelve SANS 2014 Difference Makers Awards to a total of twenty individuals making measurable and meaningful improvements in the effectiveness and/or efficiency of the cyber security programs at their business or government agencies. The winners ranged from CISOs to instructors to security practitioners. The common denominator was that, despite all the negative publicity around cyber security in 2014, they actually made progress – they increased security in 2014!

The purpose of the SANS Difference Makers awards is to celebrate those successes – and give examples and references to the rest of the security community about What Works and lessons learned. There is no shortage of hype around threats and breaches – there is a serious lack of those case studies, success patterns and solutions blueprints from security folks who have actually implemented solutions that stopped threats without impacting business. This year we added a “Best of 2014” survey to the SANS community, to highlight the products and services they found the most useful in making a difference in cyber security. We’re proud to announce the winners in this letter. And those recipients will be recognized at our first national event, SANS 2015, in April in Orlando, FL.

We are at one of those transition points where security leaders are looking to displace older security solutions with more efficient, more effective solutions – not just add more layers in the name of “security in depth.” The breakout vendors will be the aggressive ones who can say “Use me instead of those other two things you’re running – I’ll help you make a difference by both increasing your security level and reducing your overall cost.”

Congratulations to the Best of 2014 award recipients and thank you for your outstanding contribution in the cyber security community!

*By: John Pescatore*

*SANS Director, Emerging Security Trends*

***“SANS Honors Information Security Products that are Making a Difference by Protecting Businesses and Consumers from Cyber Attacks”***

**Click here to check out the full story and to see the Best of 2014 Award Winners**

For more information on SANS Vendor Programs and to learn how you can make a presence in the cyber security community, visit [www.sans.org/vendor](http://www.sans.org/vendor) or email a SANS Vendor Representative at [vendor@sans.org](mailto:vendor@sans.org)

## UPCOMING EVENTS

### Last Call!

SANS 2015 is right around the corner. Limited exhibit space is still available. Don't miss the chance to get in front of nearly 1,200 security professionals at our first national event of the year! For more information, contact your vendor representative or email [vendor@sans.org](mailto:vendor@sans.org).

### Don't miss out on these upcoming events!

Event	Date	Type	Appx Attendance	Location
<a href="#">SANS Security West</a>	May	Regional	700	San Diego, CA
<a href="#">Healthcare Summit</a>	May	Summit	200	Atlanta, GA
<a href="#">SANSFIRE</a>	June	National	1200	Baltimore, MD
<a href="#">ICS Security Training</a>	June	Vendor Brief	100	Houston, TX

### Looking for an event in your area?

SANS hosts 30+ local events nationwide each year! Check out our full event calendar to find an event near you. Visit [sans.org/vendor](http://sans.org/vendor) or email us at [vendor@sans.org](mailto:vendor@sans.org) for more information

## SANS Analyst Program

This year's sponsored whitepaper and webcast projects are in full swing! The SANS Analyst Program provides security vendors the opportunity collaborate on customized state of the art reports in **HEALTHCARE**, **FINANCIAL**, **EDUCATION**, and **GOVERNMENT** markets. Check out a sample of projects below or contact [vendor@sans.org](mailto:vendor@sans.org) for more information.

How to Investigate Breaches in Control Systems	Start Date: March	Publish Date: June
HIPAA Implementation Guide	Start Date: January	Publish Date: Ongoing

## WhatWorks

If you have products that can actually demonstrate they improve security, **WhatWorks** is one of SANS' most powerful programs. This integrated program combines webcasts, printed case studies and a variety of complementary sponsorship and branding opportunities. It's both an exceptional chance to connect with the well respected SANS brand and a phenomenal generator of highly qualified **leads**. For more information visit [sans.org/vendor/whatworks](http://sans.org/vendor/whatworks).