

The banner features a stylized globe on the left with a network port and a yellow Ethernet cable plugged into it. To the right, the text 'SANS' is in white and 'VENDOR CONNECTIONS' is in large blue letters. Below this, the tagline 'Connecting you with the SANS community' is written in a smaller white font.

SANS VENDOR CONNECTIONS

Connecting you with the SANS community

May 7, 2015

What Came Out of the RSA Conference 2015 Besides “More, More, More!!!”

This year I spent the weekend before RSA at a function with several dozen CISOs, followed by Monday at the RSA Executive Security Action Forum and then did 5 presentations at the conference, spread across Tuesday and Friday. This seven day immersion program meant I spent a lot of time talking with both CIOs, security decision makers in the SANS community and of course a boatload of vendors. Here are my takeaways:

Cloud services use is a given and the use of multiple cloud services is already the norm. Most CISOs have not seen any increase in security incidents or vulnerabilities in their use of cloud but they have seen a decrease in visibility – more because their security tools don’t easily or efficiently support it, less because of unwillingness of cloud service providers to provide the data.

BYOD is the norm for mobile devices – add to business unit driven cloud services demand and “Choose Your Own IT” is a given. Similar to cloud, few enterprises have seen any increase in security incidents due to the use of iPhones or even Android phones, the issue is visibility into the data flowing to and stored on those devices when they are lost, stolen or resold. Mobile device/data management and Network Access Control (under various new names) are the control strategies of choice.

CISOs are learning Boards of Directors are not ATM machines. CISO surveys showed more than 2 out of 3 CISOs present to the Board of Directors at least yearly. In the smaller, higher level sessions where Board members were asked for advice to CISOs, three common pieces of wisdom came out:

- Don’t ask us for tactical answers or resources, business managers don’t do that.
- Don’t show us scary (“blood in the streets”) numbers without connection to the business and without your strategy for making things less scary – business managers wouldn’t do that.
- Don’t show us different metrics every month, show us the same critical indicators – and ideally with comparisons to others in our industry. That’s what business managers do.

On the show floor, there is way too much “keep spending on what you are doing and spend on us too.” Common feeling among security folks is every vendor is pitching “spending in depth” and very few are giving them any ability to replace something they already have with something better. Imagine if IT vendors always said “Oh, use our database/application/platform in addition to those other things you’re spending on that seem identical to us.”

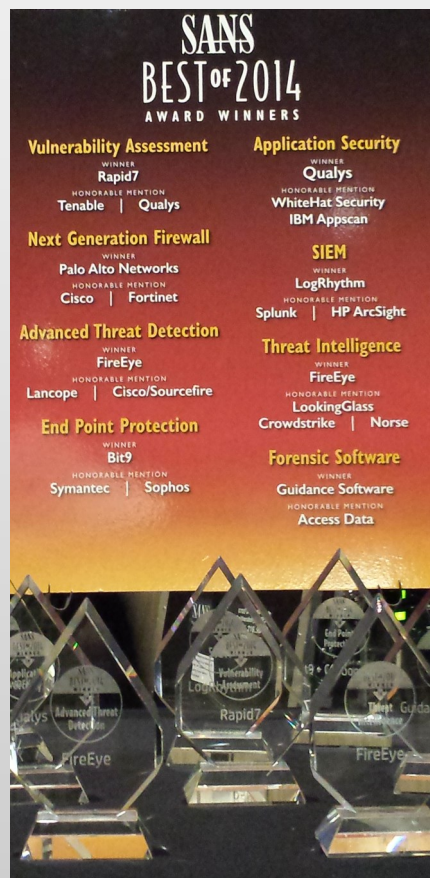
A lot of this was reinforced at the SANS SOC Summit the week after RSA – replacing existing SIEM products to something that could really support SOC needs, extending SOC’s out to cloud services, dealing with mobility/CYOIT, etc. were all top of mind. Lots of room for innovation and attack in the market – fears of switching costs are being overwhelmed by budget and business realities.

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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 or email a SANS Vendor Representative at vendor@sans.org

Event Recap: SANS 2015 & Best of 2014 Awards

This year's national event series kicked off in Orlando, FL with SANS 2015 where 20+ security vendors took advantage of the opportunity to showcase their products in front of a captive audience of 1,200 attendees. To make this event extra special, SANS hosted the Best of 2014 Awards where vendors in select categories were recognized for their outstanding work in the cyber security community.



Don't miss out on these upcoming events!

Event	Date	Type	Appx Attendance	Location
SANSFIRE	June	National	1200	Baltimore, MD
Industrial Control Systems Security	June	Vendor Brief	100	Houston, TX
Digital Forensics & Incident Response	July	Summit	150	Austin, TX
Cyber Defense	August	Summit	150	Nashville, TN

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 or email us at vendor@sans.org for more information.

SANS Analyst Program

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 for more information.

PCI Survey	Start Date: April	Publish Date: October
HIPAA Implementation Guide	Start Date: January	Publish Date: Ongoing

LAST CALL FOR SPONSORS!

The 2015 ICS poster is currently in development. This valuable Industrial Controls Systems resource contains information on the SANS ICS curriculum and general ICS security information. SANS offers ICS focused vendors ad space on the poster with a link to your customized ICS whitepaper.

Past ICS posters and other resources can be found at:

<https://ics.sans.org/resources/ics-security-resource-poster>

For more information contact SANS at vendor@sans.org.

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.

See What Others Are Saying About SANS

"We derive a lot of value from working with the SANS Analyst Program. Their team of thought leaders creates timely, relevant industry research that our prospects and customers find very useful."

- Emily Thurman, Director, Demand Generation, AlienVault

"For Tenable, SANS WhatWorks program was a major marketing win on several levels. First, it overcame the challenge of presenting an in-depth customer case study that was anonymized, but also highly credible. Along with the case study, which is a terrific marketing asset, the WhatWorks webcast interview hosted by SANS' John Pescatore, was an especially compelling live presentation – now available on-demand – that generated (and continues generating) a large number of leads. Bottom line, SANS' WhatWorks has been awesome for Tenable."

- David Schreiber, Demand Generation Manager, Tenable Network Security