Growing Demand for Effective Security Operation Centers

In late April 2015, SANS held our first Security Operations Summit in Crystal City, VA. Attendance was well above our expectations and the volume of questions from attendees was huge – as were the number of suggestions for topics at the next SANS SOC Summit. The attendees were fairly equally distributed across two broad areas of interest:

How do we get started in establishing a SOC? – Lots of tutorial type questions asked of the presenters: Do you include this in your SOC? How did you convince management to fund your SOC? etc.

How do we measure and increase/optimize the effectiveness of our SOC? – Much more advanced questions around topics like analytics/big data, hunting, proper mix of corporate staff and external contractors/outsourcers, career paths for SOC staff, etc.

After looking at the volume of those questions at the SOC Summit about advanced technologies and processes, SANS decided to survey attendees at the SANSFIRE event in June on their awareness of emerging security technologies and how close they were to deploying them. We found that out of 450 responders, the areas of lowest awareness were around SOC and incident response services and automation offerings. Insider threat technologies had the highest awareness but relatively low plans for deployment. Network-based advanced threat detection had high awareness and high maturity of deployment plans. Endpoint intelligence and hardening approaches were in the middle in both awareness and deployment planning.

The respondents who had the highest level of awareness of SOC services and IR automation tended to be the ones closest to selecting and deploying the other advanced technologies – essentially the part of the SANS population that is looking to SANS for more summit content on **optimizing** their **existing** SOCs.

SANS has developed the SOC Summit to evolve and optimize the core cybersecurity training offerings and the same data is valuable for refining your message to cybersecurity decision makers and targeting the right prospects.

By: John Pescatore
SANS Director, Emerging Security Trends

Event Recap: SANSFIRE 2015

SANS's second national event of the year was a great success in Baltimore, MD where 20+ security vendors filled the exhibit space with the opportunity to showcase their products in front of a captive audience of 1,200 attendees.
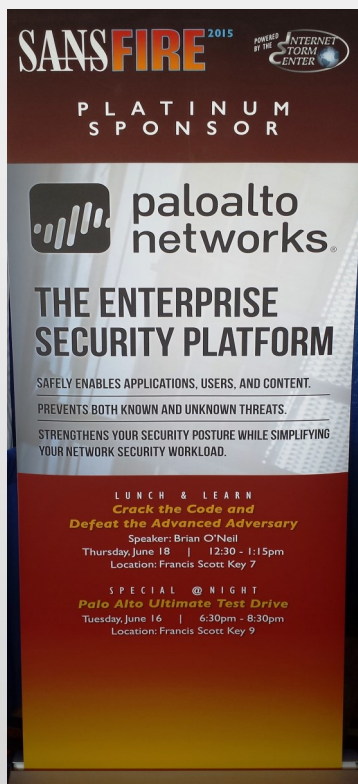
Time is Running Out… Don't Miss Out on These Upcoming Events!

Event	Date	Type	Appx Attendance	Location
Security Awareness Summit	August	Summit	150	Philadelphia, PA
SANS Network Security 2015	September	National	1,200	Las Vegas, NV
Security Leadership Summit	December	Summit	150	Dallas, TX
SANS Cyber Defense Initiative 2015	December	Regional	700	Washington DC

Mark Your Calendar for 2016!

Event	Date	Type	Appx Attendance	Location
SANS 2016	March	National	1,200	Orlando, FL
SANS Security West	May	Regional	700	San Diego, CA
SANSFIRE 2016	June	National	1,200	Washington DC

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.

SANS IT Security Spending Survey (Associated Event: SANS Leadership Summit)	Publish Date: December
SANS 3rd Survey on the State of Security in Healthcare	Publish Date: December

Webcasts

Looking to reach the SANS community? Webcasts are a successful way to gain valuable leads and position your company as a thought leader in the cyber security industry.

Ask the Expert – In concert with you, SANS develops industry-relevant, timely topics and brings in recognized experts to prepare and present the webcast. Your company has the opportunity to participate in shaping the content as well as participation in the webcast presentation.

Internet Storm Center (ISC) – This high-impact daily webcast discusses trends such as recent threats, new software vulnerabilities and system exposures**.**

ToolTalk – Have a new product? Vendor and product specific, this webcast offers you a full 60 minute platform to present to the SANS community.

Custom Webcasts – SANS develops webcasts to meet the unique needs, schedules and marketing plans of the sponsor. Webcasts can also be done as part of a SANS Analyst Whitepaper or Survey project.

For more information email vendor@sans.org.

"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

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