

**SANS**SPONSORSHIP  
PROGRAMAnalyst Program 

# A SANS 2021 Report

## Avoiding or Minimizing Ransomware Impact to the Bottom Line: When Does Cyber Insurance Make Sense?

Authors: [John Pescatore](#) & [Benjamin Wright](#) | Date: May 2021

Kidnappers have been making ransom demands for hundreds of years, and standard law enforcement advice has always been, “Do not agree to pay a ransom, by wire or in person” (according to the FBI). When ransomware started becoming a common online attack, most cybersecurity agencies gave that same advice.

Recently, however, the FBI modified its standard advice, recognizing that businesses should “... evaluate all options to protect their shareholders, employees, and customers.” While there are many downsides to paying off a ransomware demand, the reality of the situation and the business impact require security managers to at least be able to give business-relevant risk recommendations to CEOs and Boards in the event of a ransomware event. Most of the thought and effort required to do so has to happen well before the attack!

Investing in a mature, effective and efficient cybersecurity program will always be the most effective way to minimize the risk of any attack succeeding. Cyber insurance policies are now widely available and can reduce (but not eliminate or fully transfer) the financial impact of incidents, and the extortion aspect of ransomware requires a new look at if and how cyber insurance can play a role in reducing the financial impact.

John Pescatore, SANS Director of Emerging Security Trends, and Benjamin Wright, lawyer and SANS Senior Instructor, will discuss the issues around key security processes to avoid ransomware impact, issues around ransomware payoffs if an attack does succeed, and the relevance of business insurance policies to the risk/reward decision as part of the project the SANS Institute has launched.

### Authors



**[John Pescatore](#)**

*Director of Emerging Security Trends*

[@john\\_pescatore](#)



**[Benjamin Wright](#)**

*SANS Senior Instructor*

[@benjaminwright](#)

# Why Sponsor the SANS 2021 Ransomware Insurance Report

## Lead Generation

300-lead guarantee with no cap.

## Branding

Cobrand the report 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.

## Sponsorship Inclusions

	Gold	Platinum
<b>Whitepaper</b> Sponsors will receive a draft of the paper for review and a final, branded whitepaper for their use.	✓	✓
<b>Webcast</b> The whitepaper includes an associated webcast presented by the author. 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. <i>Webcast Date: TBA</i>	✓	✓
<b>Associated Panel Discussion Webcast</b> The author will host a panel discussion with up to three sponsors discussing the SANS 2021 Ransomware Insurance Report. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotions. 100-lead guarantee with no cap. <i>Limited to three sponsors</i> <i>Webcast Date: TBA</i>		✓

## Additional Sponsorship Opportunities

### Associated Single-Sponsored Webcast

Sponsor your own webcast that aligns with the SANS 2021 Ransomware Insurance Report. 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

**Webcasts:** Promotion of the report presentation webcast and the panel discussion webcast will begin one week after the report 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](#).