



Analyst Program

Unlocking the Value of CTI Survey

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Organizations need to be able to make decisions about risk, detection, prevention and response that are based on a true understanding of the threats they are facing. Threat Intelligence can give them that understanding and can be applied at many different levels in an organization. This, however, relies on knowing what intelligence to apply, where to get that intelligence from and how it can be put into action.

In this survey, we examine the current state of threat intelligence, the problems that security professionals are currently dealing with, the decisions that are being impacted by the use of threat intelligence and what the future holds for the cyber threat intelligence community.

Why Sponsor a Survey

Lead Generation

Guaranteed minimum of 300 leads (with no cap). Last year, the CTI survey generated 1,100+ leads for our sponsors.

Branding

Cobrand the survey results whitepaper and webcast with SANS, the global leader in cyber security training, certification and research.

Thought Leadership

Collaborate with our best SANS authors who are at the forefront of the ever-changing war on cyber security.

About the Authors



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Robert M. Lee is a SANS certified instructor and author of SANS ICS515: ICS Active Defense and Incident Response and SANS FOR578: Cyber Threat Intelligence courses. He is the founder/CEO of Dragos, a critical infrastructure cyber security company, where he focuses on control system traffic analysis, incident response and threat intelligence research.



Rebekah Brown
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Rebekah Brown, a SANS instructor and co-author of the SANS FOR578: Cyber Threat Intelligence course, has helped develop threat intelligence programs at the highest levels of government. She focuses on understanding intelligence sources, explaining what intelligence means and how it can be used as the threat intelligence lead for Rapid7.

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.
Webcast	The survey includes an associated webcast led by the survey authors. Sponsors will have an opportunity to make a presentation following the presentation of survey results. 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. Webcast Date: February 5th & 7th, 2019
Promotion	Survey: Participation in the 2019 CTI Survey will be promoted for 5-6 weeks through a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media. Webcast: Promotion of the CTI Survey 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. 2019 CTI Summit: Survey results will be presented by the authors at the 2019 CTI Summit . Attendees will receive a two-page summary of the survey results, including instructions on how to register for the webcast, when they register at the summit.
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.

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the 2019 CTI Survey. The webcast will be promoted by SANS. The sponsor will receive a minimum 200-lead guarantee and continued lead generation as a SANS archive webcast.
Associated Paper or Product Review	Publish a custom paper based on a segment of the survey results that is of interest to you or a product review that calls on the survey results 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 branded video(s) of the interview. The video will also be available on the SANS website for lead generation. SANS will organize all logistics.

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