



WhatWorks Program

Led by SANS Director of Emerging Security Trends John Pescatore, the [SANS WhatWorks](#) program allows your end-user to give a testimonial on their selection, deployment and experience of your product for their organization. Having a valid assessment of your product and a success story will position your brand to the SANS community as a trusted leader in the cybersecurity industry.

What's Included

- Interview by John Pescatore with your end-user/customer
- Branded written case study
- Q&A with the end-user in a live WhatWorks webcast
- Promotions in weekly SANS Webcast email to all SANS opt-in audience and social media channels
- Leads from all opt-in listeners to live and archived webcasts (*minimum guarantee 200 leads with no cap*)

WhatWorks Program Price: \$25,000

SANS Security Expert



[John Pescatore](#) has over 35 years of experience in computer, network and information security. John began his career at the National Security Agency, where he designed secure voice systems, and the United States Secret Service, where he developed secure communications and surveillance systems. He holds a BSEE from the University of Connecticut and is an NSA Certified Cryptologic Engineer.

WhatWorks Samples

[WhatWorks in Visibility, Access Control and IOT Security - Pulse Secure NAC Outcomes at Energy Provider.](#)

Sponsored by [Pulse Secure](#)

[WhatWorks in Situational Awareness and Visibility: Reducing Time to Detect and Enhancing Business Outcomes with Splunk.](#)

Sponsored by [Splunk](#)

[WhatWorks in Endpoint Security: Surviving Advanced Targeted Attacks by Augmenting \(or Replacing\) Legacy AV with enSilo.](#)

Sponsored by [enSilo](#)

"SANS WhatWorks is a direct link to the mind and heartbeat of the security industry. There is no better way to identify, understand, and ultimately satisfy the security needs of the security marketplace." **David Scott, SVP Sales & Marketing, Lucid Security**