



# A SANS 2020 Survey | Improving the Bottom Line with Measures, Metrics and KPIs Survey

Author: Barbara Filkins | Date: August 2020

In the security industry, analytics has become a de facto tool to manage complex multi-stakeholder programs, allowing key internal and external stakeholders to make informed decisions through data analysis, visualization and other technologies such as machine learning. SANS surveys consistently show that organizations are looking to do more than manage risk with these metrics. They're looking for measures, metrics and KPIs that can effectively demonstrate how security operations are performing and how well security automation is helping them to achieve their key business objectives.

This survey, developed by SANS Analyst Program Research Director Barbara Filkins, will explore how cybersecurity metrics can demonstrate business value and reduce risks. The paper will define the terms—measures, metrics and key performance indicators (KPIs)—and reflect on potential or actual barriers and enablers to the successful use of analytics. Then it will provide a framework to operationalize these measures, metrics and KPIs.

The responses and research will lead to recommendations and practical guidance for:

- Determining important metrics and KPIs that apply to readers' organizations
- Developing procedures that support data quality and, more importantly, confidence in the data collected to support measures and metrics
- Defining the supporting measures (given both current and planned data sources) within IT infrastructures
- Using measures and metrics most effectively, accounting for the needs of various stakeholders from the security analyst to the C-suite

## Why Sponsor the SANS 2020 Measures, Metrics and KPIs Survey

### Lead Generation

300-lead guarantee with no cap.

### Branding

Cobrand the survey 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.

## About the Author



### Barbara Filkins, SANS Senior Analyst

Barbara Filkins, a senior SANS analyst, holds several SANS certifications, including the GSEC, GCIH, GCPM, GLEG and GICSP, the CISSP, and an MS in information security management from the SANS Technology Institute. She has done extensive work in system procurement, vendor selection and vendor negotiations as a systems engineering and infrastructure design consultant.

Sponsorship Inclusions	Gold	Platinum
<p><b>Survey</b></p> <p>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.</p>	✓	✓
<p><b>Survey Results Presentation Webcast</b></p> <p>The survey results will be presented by the survey authors. The webcast will be branded with sponsor’s logo. 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.</p> <p><i>Webcast Date: August 2020 (date TBA)</i></p>	✓	✓
<p><b>Associated Panel Discussion Webcast</b></p> <p>The survey author will host a panel discussion with up to three sponsors discussing the SANS 2020 measures, metrics and KPIs survey and the survey results. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotions. 100-lead guarantee with no cap.</p> <p><i>Limited to three sponsors</i></p> <p><i>Webcast Date: August 2020 (date TBA)</i></p>		✓

## Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the SANS 2020 measures, metrics and KPIs survey. 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 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

**Survey:** Promotion for taking the 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 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.