



# A SANS 2020 Survey | Risk-Based Vulnerability Survey

Author: [David Hazar](#) | Date: November 2020

Vulnerability management has been evolving over the past several years to tie more closely with security and risk management, based on previous SANS surveys. As an extension of our 2019 survey, this new survey will focus less on how organizations are identifying vulnerabilities, and more on how they are analyzing and treating the vulnerabilities they identify. Questions will look into how organizations are leveraging risk factors to perform risk-based vulnerability management and how they are identifying and responding to obstacles that are preventing organizations from fixing certain vulnerabilities.

The survey will address key issues related to risk-based vulnerability management, such as:

- What risk factors are most important to vulnerability management?
- What classes of vulnerabilities are most difficult to address?
- What are the major impediments to successful treatment of vulnerabilities?
- How are exclusions or exceptions granted and tracked, and who has visibility into current exclusions or exceptions?
- What measures and metrics are most valuable in influencing the right behaviors?
- What risk criteria are being leveraged to generate meaningful risk-based reports?
- What reporting tools and techniques are most valuable?

## Why Sponsor the SANS 2020 Risk-Based Vulnerability Survey

### Lead Generation

300-lead guarantee with no cap. The 2019 Vulnerabilities Survey generated over 1,400 leads.

### 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



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[David Hazar](#) is a SANS analyst, instructor and co-author of SANS MGT516: Managing Security Vulnerabilities: Enterprise and Cloud. He also is an instructor for SANS SEC540: Cloud Security and DevOps Automation. With close to 20 years of broad, deep technical experience gained from a variety of hands-on roles serving the financial, healthcare and technology industries, his current areas of focus include vulnerability management, application security, cloud security and secure DevOps. He holds the CISSP, GWAPT, GWEB, GMOB, GCIA, GCIH, GCUX, GCWN, GSSP-.NET and GSTRT certifications.

<b>Sponsorship Inclusions</b>	<b>Gold</b>	<b>Platinum</b>
<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. 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: November 2020 (date TBA)</i></p>	✓	✓
<p><b>Associated Panel Discussion Webcast</b></p> <p>Survey authors will host a panel discussion with up to three sponsors discussing the SANS 2020 Risk-Based Vulnerability 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: November 2020 (date TBA)</i></p>		✓

## Additional Sponsorship Opportunities

### Associated Single-Sponsored Webcast

Sponsor your own webcast that aligns with the SANS 2020 Risk-Based Vulnerability 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.