



# A SANS 2020 Survey | Enterprise Cloud Incident Response Survey

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Webcast Date: **September 15, 2020** | Panel Webcast Date: **September 22, 2020**

Not only has the cloud become a core part of the enterprise data platform, it is now very common to see a multi-cloud model making incident response (IR) and threat hunting even more difficult. Our 2020 Enterprise Cloud Incident Response Survey looks into what data sources and services organizations are leveraging to detect, respond to and remediate incidents in the multi-cloud world. It will focus less on which cloud service an organization is using and more on what data sources they are taking advantage of, what services they find useful, and what methods are working in their programs.

The survey will address key issues such as:

- The types of cloud data sources being used to support IR functions
- What types of data are being integrated for centralized ingestion and detection
- What major limitations organizations face in their current programs
- How long it takes to respond to and mitigate incidents in the cloud
- How organizations remotely triage cloud-hosted systems
- What types of cloud implementations (IAAS/PAAS/etc.) generate the most incidents

The 2020 Enterprise Cloud Incident Response Survey is the first of its kind for SANS. Previous surveys have focused on IR globally, with many respondents using on-premises tools. This survey will provide an overview of how organizations are tackling the new frontier of IR in multiple enterprise cloud environments.

## Why Sponsor the SANS 2020 Enterprise Cloud Incident Response 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.

## Meet the Authors



**[Chris Dale](#)**  
SANS Certified Instructor



**[Matt Bromiley](#)**  
SANS Certified Instructor

<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. 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: September 15, 2020</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 Enterprise Cloud Incident Response Survey and the survey results. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotion. 100-lead guarantee with no cap.</p> <p><i>Limited to three sponsors</i></p> <p><i>Webcast Date: September 22, 2020</i></p>		✓

## Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the SANS 2020 Enterprise Cloud Incident Response 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.