



A SANS 2020 Survey | Proactive vs. Reactive: Getting Real About Threat Hunting Survey

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Past SANS surveys indicate that, despite the promise of proactive threat hunting, most organizations aren't utilizing threat hunting to detect threats before they become incidents. This new survey looks at why that is and how security departments can reap the benefits of proactive hunting.

This survey takes the users' perspective as they interact with hunting technologies and manual processes. For example:

- How do hunters conduct their searches for signs of a threat or indicators of compromise not yet detected by other security systems?
- Are they regularly checking on known threats targeting misconfigurations and other vulnerabilities?
- Do they find value in looking for totally unknown attack types?
- What type of access do hunters have to detection and response teams and for what purposes?
- Does their automation actually match with what the human operators need to assist in their hunts?

This survey will speak to the human interface of the hunting process and whether technology is meeting the human operator's need for assisted, interactive searching in supporting their hunches and assumptions.

Why Sponsor the SANS 2020 Threat Hunting 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 Authors



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Sponsorship Inclusions	Gold	Platinum
<p>Survey</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>Survey Results Presentation Webcast</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: December 2020 (date TBA)</i></p>	✓	✓
<p>Associated Panel Discussion Webcast</p> <p>Survey authors will host a panel discussion with up to three sponsors discussing the SANS 2020 threat hunting 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: December 2020 (date TBA)</i></p>		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the SANS 2020 threat hunting 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.