

**SANS**SPONSORSHIP  
PROGRAMAnalyst Program 

# A SANS 2021 Survey Security Operations Center (SOC)

Authors: [Christopher Crowley](#) and [John Pescatore](#) | Date: October 2021

The 2020 SANS Security Operations Center (SOC) Survey will focus on providing objective data and actionable recommendations to security leaders who are looking to establish a SOC or optimize an existing SOC. The survey this year will have a special focus around changes in budgets and the impact of the explosion of both remote work and the use of cloud-based systems on critical SOC functions and team operations. The project will include real-world commentary taken from in-depth interviews with respondents who are willing to share specific information about how they operate and what does and does not work for them. The report will be co-written by SOC management expert and SANS Senior Instructor Chris Crowley and SANS Director of Emerging Security Trends John Pescatore.

## Why Sponsor the SANS 2021 SOC 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



**Christopher Crowley**, Senior Instructor, [@CCrowMontance](#)

Chris is a senior SANS instructor and course author for SANS courses in Managing Security Operations and Incident Response Team Management, holds multiple certifications. He received the SANS 2009 Local Mentor of the Year award for excellence in providing mentor classes to his local community. Chris is a consultant based in Washington, D.C., who has more than 15 years of experience in managing and securing networks. His areas of expertise include network and mobile penetration testing, mobile device deployments, security operations, incident response and forensic analysis.



**John Pescatore**, Director of Emerging Security Trends, [@john\\_pescatore](#)

John has over 35 years of experience in computer, network and information security. He was Gartner's Lead Security Analyst for 13 years, working with global 5000 corporations and major technology and service providers. 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 has testified before Congress about cybersecurity, was named one of the 15 most-influential people in security in 2008 and is an NSA-certified cryptologic engineer.

## 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 author. 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: 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 2021 SOC 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: TBA</i></p>		✓

## Additional Sponsorship Opportunities

### Associated Single-Sponsored Webcast

Sponsor your own webcast that aligns with the 2021 SOC 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 a 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.

**Webcasts:** Promotion of the survey results presentation webcast and the panel discussion 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.

To see additional SANS Surveys and Analyst Papers, [click here](#).