A SANS 2021 Survey
2021 Automation and Integration Survey

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The 2018 Automation and Integration Survey quantified effective automation. Automation depends on integration - how well the technology, tools, and processes can play together – which in turn depends on interoperability. The survey actually defined an approach to maturity based around these elements. Therefore, we intend to focus on an area within SecOps where automation directly impacts the workflow(s) and procedure(s) such as incident response (planning and execution) or SOC (where a balance needs to be struck between a myriad of processes.

The 2020 Automation and Integration Survey provided an overview of where organizations are in their automation/ integration journey.

This survey will build upon its predecessors by first identifying those areas where organizations feel they have achieved the benefits of security automation and integration – SOC. IR, other – and then exploring why they feel this way:

- How mature do organizations feel their use of automation is this area?

- What are their short-term or long-term goals for automation? What steps did they or are they taking to achieve their short-term or long-term goals to achieve these?

- Are they taking a quantitative approach (e.g., use of metrics) or a more qualitative to assess that feeling?

- What is the current/planned investment in automation and what are the factors (e.g., barriers, enablers) being considered to support that investment?

And finally, SANS would like to explore whether automation has truly emerged as the panacea helping balance a constantly increasing number of attack surfaces against the threats born of shortages in skilled staff and a largely now-remote workforce. In short, the Analyst team is interested in the "human factors" elements – pros and cons – limit the effective use of automation. Examples can include "alert fatigue" due to the high volume and the design of suboptimal response processes and workflows across the spectrum of Protect/Detect/Remediate.

Why Sponsor the SANS 2021 Automation and Integration Survey

Lead Generation
300-lead guarantee with no cap.

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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.

Sponsorship Inclusions

Survey

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.

Survey Results Presentation Webcast

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.

Webcast Date: August 2021

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the SANS 2021 Automation and Integration 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
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.

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.

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