SANS | GIAC CERTIFICATIONS

Train.
Retain.
Perform.

The Business Case for Security Training That Delivers

Headcount Doesn't Produce **High-Performing Teams.**

Strong security teams aren't built by adding more people.
They're built by investing in the right ones.

52% **of organizations** say "*not having the right staff*" is a bigger concern than lack of personnel

55% **of organizations** now run formal cybersecurity training programs

65% **of organizations** require cybersecurity certification for client-facing roles

Source: *SANS | GIAC 2025 Cybersecurity Workforce Research Report*

Hiring is Expensive. **Training is Smarter.**

External hiring is costly. It's slow. And it doesn't guarantee the skills security teams actually need.

Cybersecurity roles take **3—6 months** to fill on average

A single bad hire can cost **up to $35K**

It's **faster and more effective** to develop capabilities in-house through targeted training

Source: "*Cyber Skills Shortage: SANS to Triple Academy Scholarships by 2026*"

Practitioners Want Hands-On Training. **Because It Works.**

When threats emerge, execution matters most.
Hands-on training builds the instincts to act.

Hands-on learners retain **75%** of what they're taught. With lectures, that drops to **just 5%**

52% of cybersecurity professionals say they prefer interactive, scenario-based training over books or demos

Teams trained hands-on are significantly more likely to report **higher satisfaction** and **long-term engagement**

Source: "*Be Ready. Be Resilient: Hands-on Cybersecurity Training & Skill Validation for Real-World Threats*"

Smarter Teams. Stronger Defense. **Clear ROI.**

New IDC research confirms the business value of SANS-trained teams.

$3.57M: Average annual value delivered per organization
$52.7K: Annual value per trained employee
$893.7K: Annual external cybersecurity vendor costs avoided
$990.6K: Annual fraud damage costs avoided
$124K: Annual hiring costs avoided
4.2x faster threat identification and **51.6% faster** incident response time

"SANS training makes employees more creative and effective problem solvers. They design and engineer solutions that are more elegant, cost-effective, and relevant to the business." - Utilities Organization

Source: *IDC White Paper, Sponsored by SANS Institute, "The Business Value of SANS," Doc #EUR153291525, June 2025*

Train. Retain. **Perform.**
Unlock the Value of SANS Training

You don't need a bigger team.
You need a better-trained one.

As cyber threats accelerate, preparedness determines your protection. **Download the IDC white paper, sponsored by SANS Institute, "The Business Value of SANS"** to discover the benefits workforce training delivers for your organization.