

A CyberEdge Group Research Study

Prospectus for Research Sponsorship



■ 2018 CYBERTHREAT DEFENSE REPORT: NORTH AMERICA | EUROPE | ASIA PACIFIC MIDDLE EAST | LATIN AMERICA | AFRICA

Fifth-annual survey of 1,000+ commercial and government IT security practitioners and decision makers on the cyberthreats they face, the defenses they have in place, and the future investments they intend to make.



INTRODUCTION

Reliable data that helps quantify enterprise decision drivers, perceptions, preferences, spending patterns, and deployment intentions for cybersecurity solutions is hard to come by. Besides there being a general shortage of such information to begin with, too many statistics measure not-quite-the-right thing. Others are plagued by numerous biases, some of which are glaringly obvious and have the potential to erode credibility, rather than enhance it. The bottom line is that today's cybersecurity solution providers frequently lack a key resource essential for planning and marketing their offerings: good hard data.

CyberEdge is a premier research and marketing firm focused on helping information security vendors succeed by providing them with the research and marketing content necessary to excel in their respective domains. In March 2018, CyberEdge will publish the findings of its fifth-annual cyberthreat defense study in which 1,200 commercial and government IT security decision makers across North America, Europe, Asia Pacific, Latin America, Middle East, and South Africa will enlighten us about the threats that concern them the most, the defenses they currently have in place, which technologies they believe hold the greatest promise for cyberthreat mitigation, and the investments they plan to make going forward.

Information security vendors participating in the following markets (listed in alphabetical order) are encouraged to sponsor this compelling research study:

- Advanced Threat Protection (ATP)
- Application Security
- Cloud Security
- Deception / Honeypot Platforms
- DoS / DDoS Protection
- Endpoint Security
- Managed Security Service Providers (MSSPs)
- Mobile Device Management (MDM)
- Network Behavior Analysis (NBA)
- Network Forensics
- Next-Generation Firewall (NGFW)
- Patch Management (PM)
- Penetration Testing
- Privileged Identity Mgmt (PIM)
- Secure Email Gateway (SEG)
- Secure Web Gateway (SWG)
- Security Analytics
- Security Configuration Management (SCM)
- Security Information & Event Management (SIEM)
- User and Entity Behavior Analytics (UEBA)
- Virtualization Security
- Vulnerability Management (VM)

This prospectus describes the objectives, methodologies, and timeline for CyberEdge's fifth-annual cyberthreat defense study. It also describes ways you can be a part of it. To learn more about this compelling research study, or to register as a Silver, Gold, or Platinum sponsor, contact your CyberEdge representative or call 800.327.8711.

OBJECTIVES

With advanced malware and targeted attacks continuing to grow in both volume and sophistication, cyberthreat mitigation has become the top area of interest within cybersecurity for the vast majority of enterprises – across the globe! From the solution provider side of the equation, a dizzying array of advanced analytics, threat hunting, and next-generation endpoint protection solutions are *seemingly* dominating the limelight. This study, however, is not limited to just those. In fact, a primary objective is to establish just what sort of traction such solutions are having, and how they stack up in the minds (and plans) of enterprises relative to the plethora of other options out there for counteracting threats of all types.

This study will in no way be exclusive to a certain subset of threat protection technology. Rather the plan is to consider emerging and mainstream solutions that comprise a typical enterprise defense-in-depth threat mitigation strategy. Depending on the nature of the sponsors, the focus of the study will invariably be shaded toward certain areas of interest. However, the overall goal is to get to the heart of not only what enterprises think about specific threat mitigation solutions, but also what they're doing now and plan to do going forward to establish and maintain effective cyberthreat defenses. Representative issues this study will be looking to address include:

Current Security Posture

- How well are enterprises fairing with the defenses they currently have in place?
- To what extent are they impacted by certain types of cyberthreats?
- Where do they feel the biggest gaps remain in their defenses, both technologically and operationally?

Preparedness, Plans, and Perceptions

- What threat protection investments have already been made?
- What threat protection investments do they intend to make in the future?
- Have their organizations invested adequately in specific areas/defenses?
- Which types/classes of cyberthreats concern them and why?
- To what extent and in what specific ways are they leveraging leading-edge technologies (e.g., user and entity behavior analytics)?
- Which technologies/approaches are they using to reduce their network's attack surfaces?
- What are the greatest obstacles they face when it comes to establishing effective defenses?

NEW IN 2018: CyberEdge will conduct a series of phone interviews with IT security executives in both public and private sectors to gain their insights on key report topics. Quotes from these interviews will be injected throughout the report.

METHODOLOGY

In collaboration with the sponsors of the research study, CyberEdge will prepare an online questionnaire to obtain primary data on the topic of cyberthreat defense strategies. In doing so, CyberEdge will design the survey with an appropriate degree of scientific rigor. The goal is to obtain the desired data in a way that minimizes biases and ambiguity, thereby leading to clear, accurate, and highly credible findings. Reasonable efforts will be made to fully account for all sponsor input into the scope and contents of the survey, however CyberEdge will retain final say on elements of survey design. Sponsor-submitted questions that are too narrow in scope or that fail to support the goal of fielding a rigorous survey tool will not be accepted for inclusion.

To mitigate the burden of responding to the survey and help ensure an adequate response rate, the upper limit on the number of questions asked will be 30 (inclusive of demographic questions). Compound, multi-part questions will be used to help maximize the amount of data that is obtained – but these will be tightly controlled to avoid having completion of the survey become too onerous a task.

Survey implementation will consist of electronically hosting the survey and inviting appropriate parties to complete a response. Invitations to participate will be delivered via a targeted email campaign. Characteristics of the target respondents will be as follows:

- **Role** – dedicated role in IT security as a practitioner, manager, or executive
- **Size** – commercial and government organizations with 500+ employees
- **Industry** – cross-section of 18+ vertical market segments
- **Geography** – North America (~400), Europe (~350), Asia Pacific (~200), Latin America (~100), Middle East (~100), and South Africa (~50)

The desired target for qualified responses is 1,200. At CyberEdge's discretion, rewards may be offered to help achieve this level of response. All survey responses will remain confidential and will be reported in the aggregate.

Subsequent to data collection, CyberEdge will pre-process the data set to eliminate "suspect" responses. The cleansed data set will then be subjected to multiple analysis techniques, once again with emphasis on maintaining a high degree of scientific rigor. Results of CyberEdge's preliminary analysis will be shared with Gold- and Platinum-level sponsors, who will have the opportunity to comment on preliminary findings and suggest additional avenues of investigation and analysis.

The final report will be approximately 30-40 pages in length and will consist of a summary of the research with qualitative and quantitative analyses. All sponsor logos will be incorporated into the cover page of the report.

SPONSORSHIP OPPORTUNITIES

CyberEdge is offering three levels of sponsorship investments, as follows:

Sponsorship Entitlements	Silver \$10,000	Gold \$15,000	Platinum \$25,000
Maximum sponsors	8	8	5
Company logo displayed on report cover	✓	✓	✓
Company acknowledgement in press release	✓	✓	✓
Reference quote approval for sponsor press release	✓	✓	✓
Electronic report distribution rights for one year	✓	✓	✓
CDR marketing kit (chart graphics, promo copy, tweets)	✓	✓	✓
Submit candidate survey questions for consideration		✓	✓ ¹
Courtesy review of online survey (2 business days)		✓	✓
Courtesy review of first draft report (1 week)		✓	✓
Courtesy review of final report (2 business days)		✓	✓
CyberEdge participation in sponsor-hosted webcast		✓	✓
Raw anonymous survey data for in-depth self-analysis			✓
Custom 2-page executive brief with your company logo			✓
Custom infographic with your company logo			✓
Custom promotional web/email copy and tweets			✓

The following sponsorship benefits can be purchased a la carte:

Additional Sponsorship Benefits	Cost
300 North American leads from report promotion ²	\$5,000
Raw anonymous survey data for in-depth self-analysis	\$5,000
Custom 2-page executive brief with your company logo	\$5,000
Custom infographic with your company logo	\$2,500
Localized full report in language of choice	\$6,000
Localized 2-page executive brief in language of choice ³	\$1,500
Localized infographic in language of choice ³	\$1,000
Localization license for infographic and executive brief ⁴	\$7,500

Available languages: German, French, Spanish, Portuguese, Japanese, and 20+ more.

¹ Platinum sponsor is entitled to one sponsor-provided survey question to appear in the online survey. However, it cannot reference vendors by name and CyberEdge has complete editorial approval.

² Leads may be shared across multiple sponsors.

³ English version must be obtained first through Platinum sponsorship or an a la carte purchase.

⁴ Sponsor provided Adobe source files for infographic and executive brief and license for sponsor to create unlimited localized versions.

TIMELINE

The following is a high-level summary of our project timeline. A detailed version of the timeline will be provided upon conclusion of sponsorship registrations.

Phase	Timeframe
Survey development	October
Data collection	November
Data analysis	December
Report generation	January
Report delivery and promotion	March

RESEARCH TEAM


The CyberEdge research team for this study will be led by a pair of security industry veterans, whose efforts will be supplemented with domain expertise and other contributions from CyberEdge's portfolio of highly experienced consultants.

Mark Bouchard, Co-Founder & COO

As COO, Mark oversees CyberEdge's consulting operations while also serving as a senior research and marketing consultant. He has over 20 years of experience in the security industry, and proudly holds a CISSP certification. Before co-founding CyberEdge, Mark founded and operated AimPoint Group, an independent IT research and consulting firm specializing in cybersecurity, compliance management, application delivery, and IT infrastructure optimization. Prior to AimPoint Group, Mark was a Vice President with META Group (acquired by Gartner Group), where he led the development and execution of numerous multi-client research studies, while also analyzing business and technology trends across a wide range of information security, networking, and systems management topics. A veteran of the U.S. Navy, Mark holds a B.S. in Electrical Engineering from Rensselaer Polytechnic Institute and is a graduate of Bettis Reactor Engineering School.

Steve Piper, Co-Founder & CEO

Steve Piper is an information security author, analyst, and consultant with over 20 years of high-tech experience and a solid track record of success. As CEO, Steve oversees CyberEdge's sales, marketing, and consulting operations while also serving as a senior research and marketing consultant. Before co-founding CyberEdge, Steve led product marketing at Sourcefire, a leader in network security and the creator of Snort, helping to propel the company to #15 on Forbes' list of fastest-growing technology companies in



America. Prior to Sourcefire, Steve led worldwide marketing at Oblicore, a leader in service level management software, subsequently acquired by CA. And before Oblicore, Steve was among the first 100 employees at Citrix, serving in senior-level marketing roles. There he helped grow Citrix' revenue from \$15 to \$600 million in just six years. An award-winning author, Steve has written over a dozen books on topics related to information security, network infrastructure, and Big Data, and has achieved a CISSP certification from (ISC)² and BS and MBA degrees from George Mason University.

FOR MORE INFORMATION

For more information on sponsoring this groundbreaking research study, or to learn more about other CyberEdge research, marketing, competitive analysis, and publishing services, contact CyberEdge at info@cyber-edge.com or 800.327.8711.