

# Cyber Security & Hardware Decision Makers

| **TARGET:**

Cyber Security and Hardware DMs

| **MARKET:**

US

| **METHODOLOGY:**

60-Minute Telephone/Web IDIs  
3-Phase Engagement

**SPECS:**

We are looking for people who currently work or previously worked for the following companies or have strong relationships with the following companies:

Focus on those who used to work for Gartner, IDC, Ponemon Institute, Cloud Security Alliance, Alan Turing Institute, NIST, MITRE, BlackHoodie, Black Hat, etc.

- **Discovery:** A phone or video conference interview with no preparation required. We'll ask about the security landscape, trends, innovation and the future. We have an interest in firmware and hardware and we will try to dive into that subject area a bit. This will help us formulate the questionnaire itself.
- **Post Quantitative Survey:** We will provide him/her with findings from the online survey. They can either join the presentation (the "Research Wallow") or we can send a PowerPoint or even set up a separate time to walk them through the results, whatever is convenient. We'll then set up another call or video conference to get his/her reactions through a SANS lens, again from that big picture perspective.
- **Post-Qualitative Survey / Pre-Publication:** As Microsoft PR develops research-based stories and we fill them out with qualitative, one-on-one interviews with senior Security Decision Makers, we may seek another reaction to the qualitative research. We would again share a research report and set up a call to get his/her reactions to that research through a SANS, trend-focused lens.
  - All must sign the NDA
  - The expert would be asked to provide insight and commentary on the landscape and trends generally, and to react to survey results from a big-picture perspective, without speaking about any specific clients. We are only interested in his/her broad subject matter expertise. The expert would be quoted in the research that will be published externally using name and relevant orgs for attribution.

**SAMPLE PROFILES:**

- Partner, Digital Strategies and Solutions at Information Services Group
- Managing Partner at MFI
- President at Cytellix Corporation