A SANS 2021 Survey | Password Management and 2 Factor Authentication Methods Survey

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Passwords are a hassle, and they're expensive to manage. They're also inherently insecure. Are organizations still requiring forced resets and enforcing complex passwords and other inconveniences that users tend to resist? Would organizations, if they could, get rid of passwords and use other forms of authentication (for example, multifactor options embedded in Windows 10)?

This SANS survey will explore how many passwords users and admins have to perform their work tasks, and how organizations are managing their passwords across users, apps and devices.

Why Sponsor the SANS 2021 Password Management 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 Author

Chris Dale has a background in System Development, IT-Operations and Security Management. This broad experience in IT is advantageous when managing penetration tests, incidents and while teaching. Chris is passionate about security - both physical and in IT, and regularly presents and teaches at conferences and workshops. Chris holds the GCIH, GPEN, GSLC, and GMOB certifications. He also has a B.S in Informatics, with specialization in programming from Norwegian University of Science and Technology. He participates in panel debates and is invited to participate in Government related working groups, to recommend and improve the Norwegian private and public sectors.

Sponsorship Inclusions

Sponsorship Inclusions	Gold	Platinum
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: Coming Soon*	✓	✓
Associated Panel Discussion Webcast The survey author will host a panel discussion with up to three sponsors discussing the SANS 2021 Password Management 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. *Limited to three sponsors* *Webcast Date: Coming Soon*		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the 2021 Password Management 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.

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