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You'll Be Shocked When You See These 10 Tips from Former Industry Analysts!

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- Military Counter-Int, C&A
- Dept of Communications
- Consulting
- Product Companies
- AMS
- Gartner
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Cybersecurity Industry Analyst Landscape

- SOC (Useful) Analysts
- Financial Analysts
- Industry Analysts – the focus here today
  - Forrester/Gartner/IDC
  - Any other meaningful: one man shops, boutiques
- We are focusing on enterprise use of analyst, not vendor use
1. Use Them For What They Are Good For, Not What They Are Good At
2. Choose Analysts the Way You Choose Movie/Restaurant Reviewers
3. Analysis vs Validation vs Advice
4. Predictions: Should, Could or Will Happen? Crazy Sh$t?
5. Surveys: Big N, Little N, How Funded/Bias
6. Buying Stuff: Magical Squares & Forest of Waves
7. When An Analyst Leaves to Join A Vendor
8. If You have INQUIRY Rights, Use ‘Em

Terms and conditions
10. Avoiding Clickbait and Made Up Stuff
11. Last Advice...

If they don’t cover your market

If you don’t use but your boss does
Summary

ENTERPRISES

- Make confirmation bias your last resort
- Use inquiries, ask for analyst by name
- “What has worked for others like me?”
- Much is useful, nothing is magic or tsunami-ish

VENDORS

- Build great products, incent users to rate you with analysts
- Ask how many user inquires per week the analyst does.
- “Do you think users need this feature/enhancement”
- Vendor briefings are free – don’t waste their time, though.
Key Take-ways to Apply When You Get Back to Work – Enterprise Users

- If your company has an analyst service, find out how to use it – especially the inquiry and contract review services.
- What area could knowledge of what has worked for others help you?
- Are you looking for analysis, validation or advice?
- Pick the right analyst.
- Look for freebies nearing contract renewal.
Key Take-ways to Apply When You Get Back to Work - Vendors

- Any position in a market document is better than not appearing at all.
- A **good** vendor briefing is **free** and **more** effective than expensive “capture the analyst for a day” sessions.
- Use the analyst firms mostly to learn what they are hearing, not what they think.
- Pick the right analyst.
- Moderated user input sessions are hugely valuable.