

# **RSA**®Conference2020

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**HUMAN**  
ELEMENT

SESSION ID: MASH1-F03

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



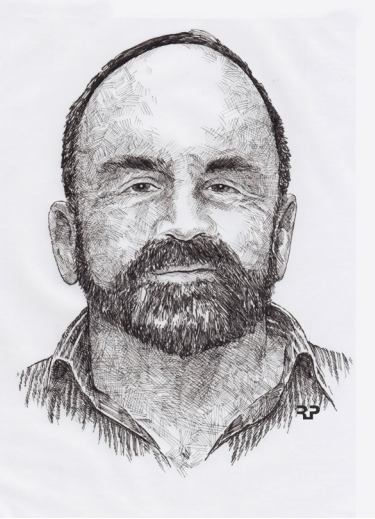
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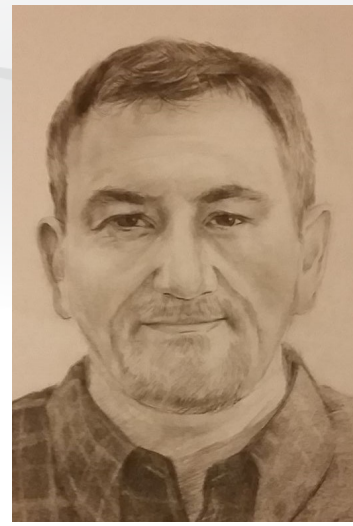
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#RSAC



- NSA, US Secret Service
- GTE
- IDC
- Trusted Information Systems
- Entrust
- Gartner
- SANS



- Military Counter-Int, C&A
- Dept of Communications
- Consulting
- Product Companies
- AMS
- Gartner
- Trend Micro

# 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

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## 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?

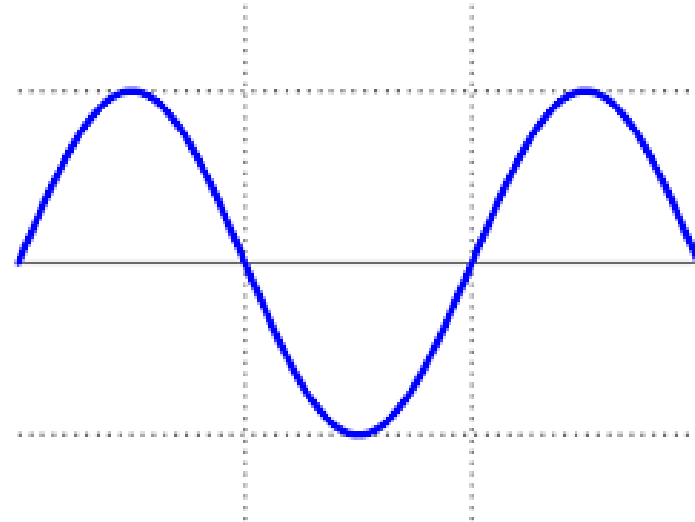
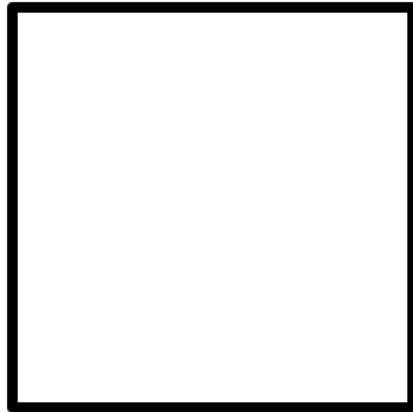


## 5. Surveys: Big N, Little N, How Funded/Bias





## 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



## 9. Document & Contract Review Services





# 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.