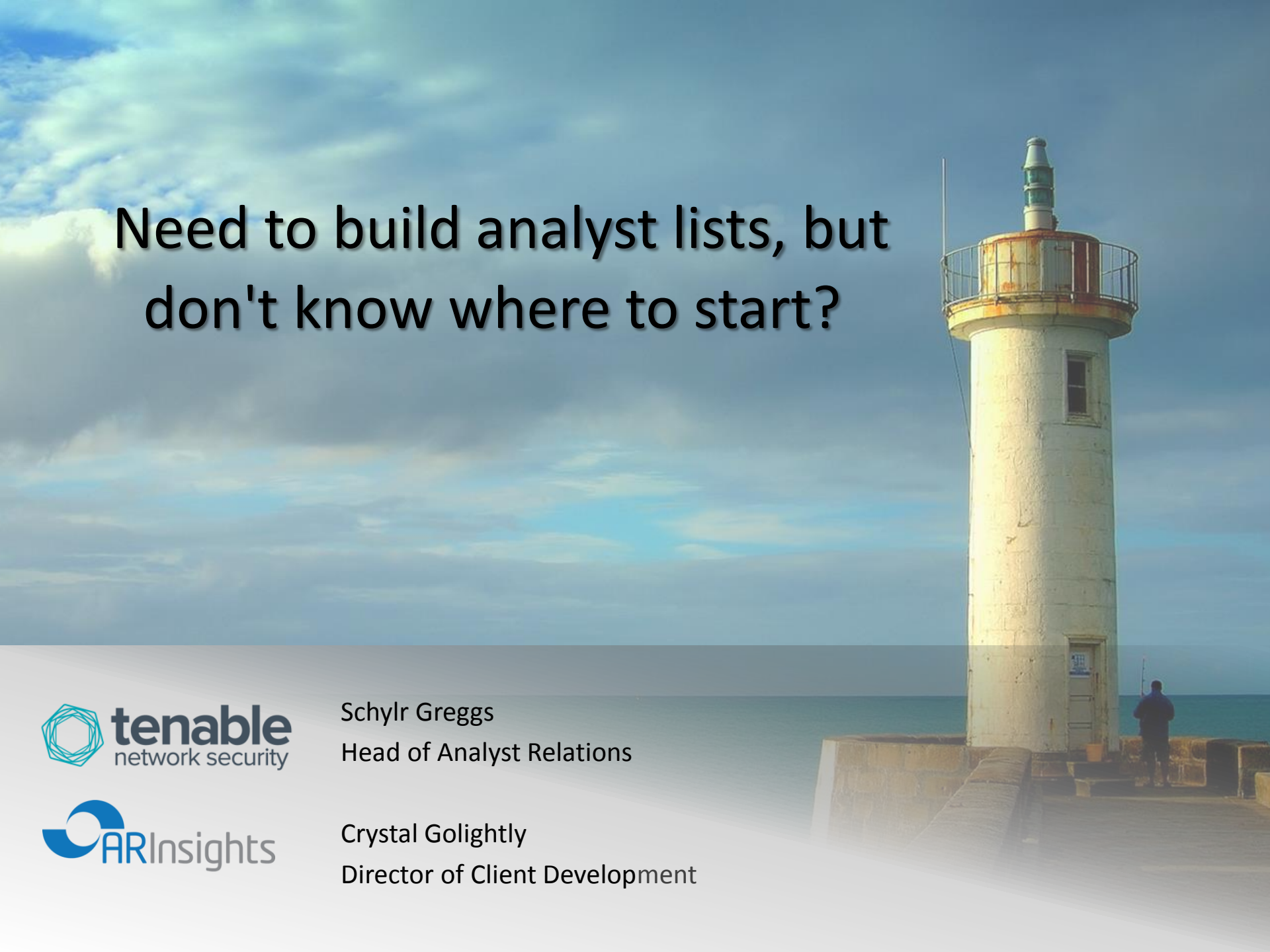
Need to build analyst lists, but don't know where to start?



tenable network security

Schylr Greggs

Head of Analyst Relations

ARInsights

Crystal Golightly

Director of Client Development

Who We Are

Schylr Greggs

Head of Analyst Relations
Washington, D.C.

Schylr Greggs currently leads Analyst Relations at Tenable Network Security, where he is responsible for all global AR. Schylr has a diverse background in the public and private sector, having served in the office of Congressman Pete Sessions as policy advisor, community health research with Dr. Jeffrey Guidry, and was also a key player at Neustar as an analyst relations manager.

Schylr graduated from Texas A&M University with a Bachelor of Science in Nutritional Sciences. He is an alumnus of the Naval War College, with a Master of Arts in National Security and Policy Strategic Studies. Currently, Schylr is pursuing a Masters of Business Administration & Masters of Science, Health Care Management at Marymount University.

While residing in the Washington, D.C. area, Schylr has been involved with his church's children's ministry, serving as a mentor/tutor with Horton's Kids.

Crystal Golightly

Director of Client Development
New York City

Crystal is responsible for full life-cycle client development. She works closely with clients to understand their requirements, support product implementation and provide on-going relationship management.

Prior to joining ARInsights, Crystal was a Sales Operations Manager at an electronic block and algorithmic trading platform that is now part of Portware LLC. With a diverse background in operations and a deep understanding of CRM solutions, Crystal takes a unique approach to identifying business challenges and crafting simple solutions for large and small client organizations.

Crystal graduated from the University of San Francisco with a Bachelor of Arts in Politics focusing on Legal Studies. She also attended the City College of New York working towards a Master of Arts in the field of International Relations. She lives in NYC with her lovely corgi Ratchet.

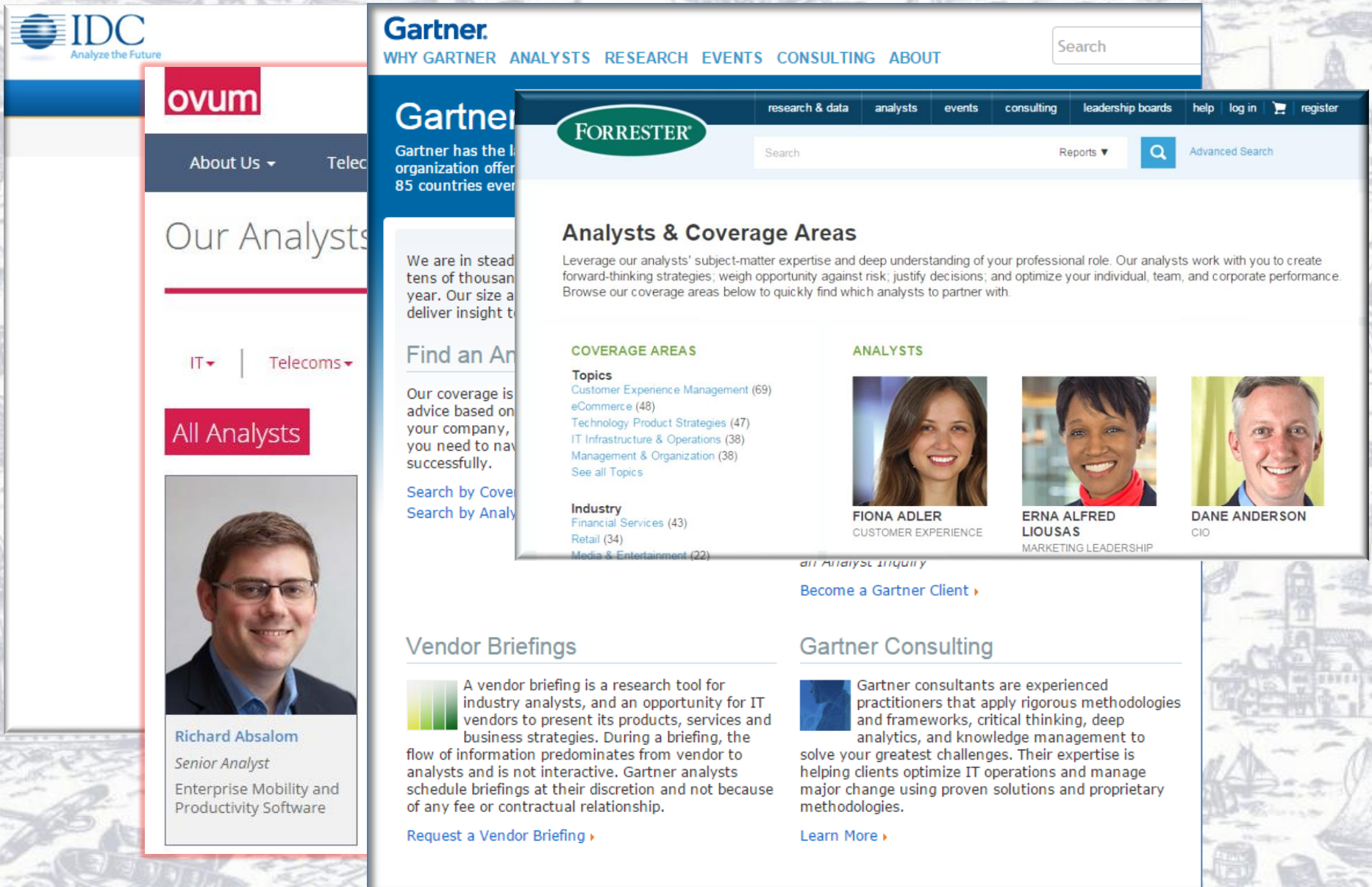
Contents

- What's the challenge?
- Tenable Network Security
- Finding and building target analyst lists
- Working with analysts

What is the challenge?

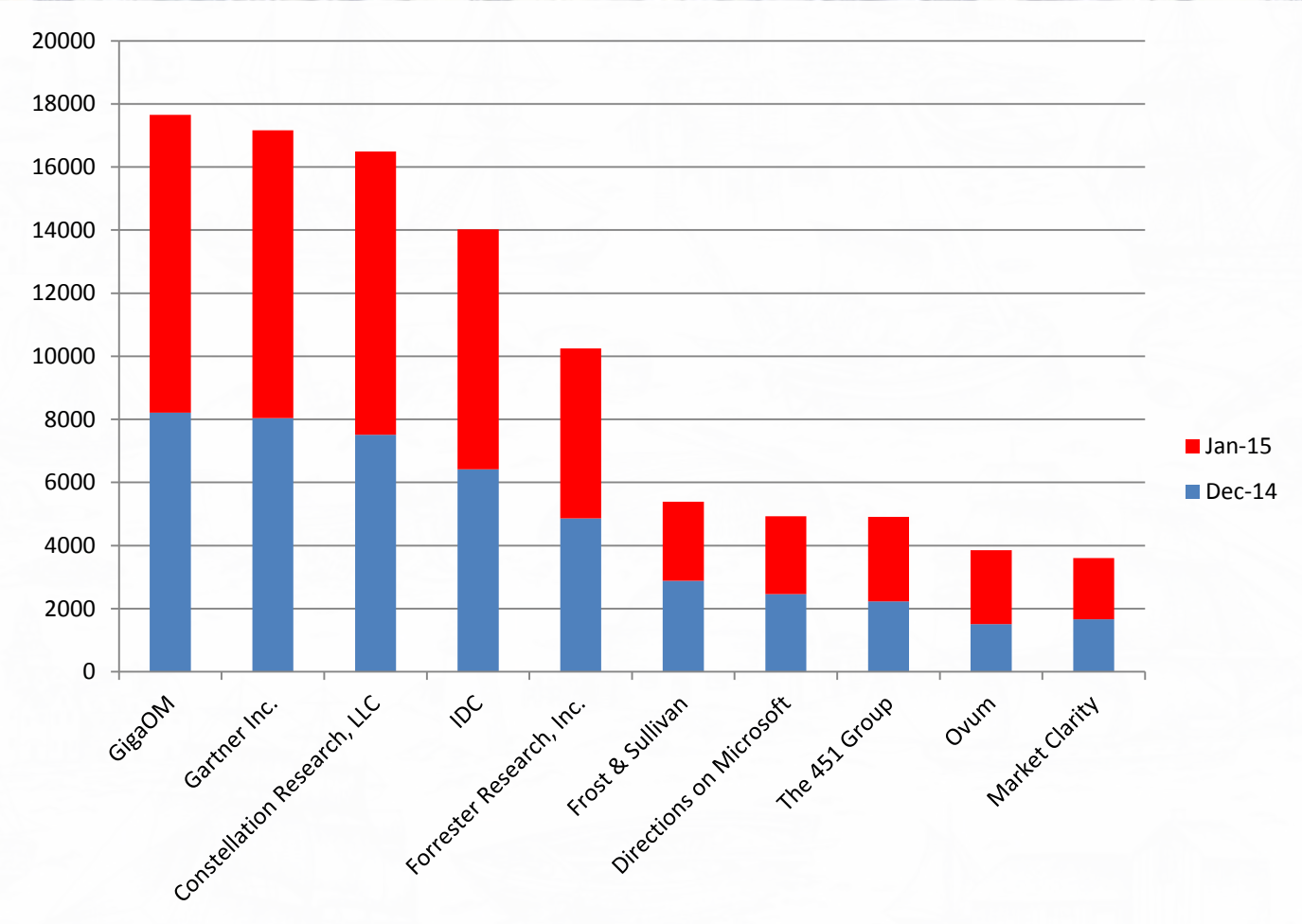
Many Research Firms

Many sites to navigate…



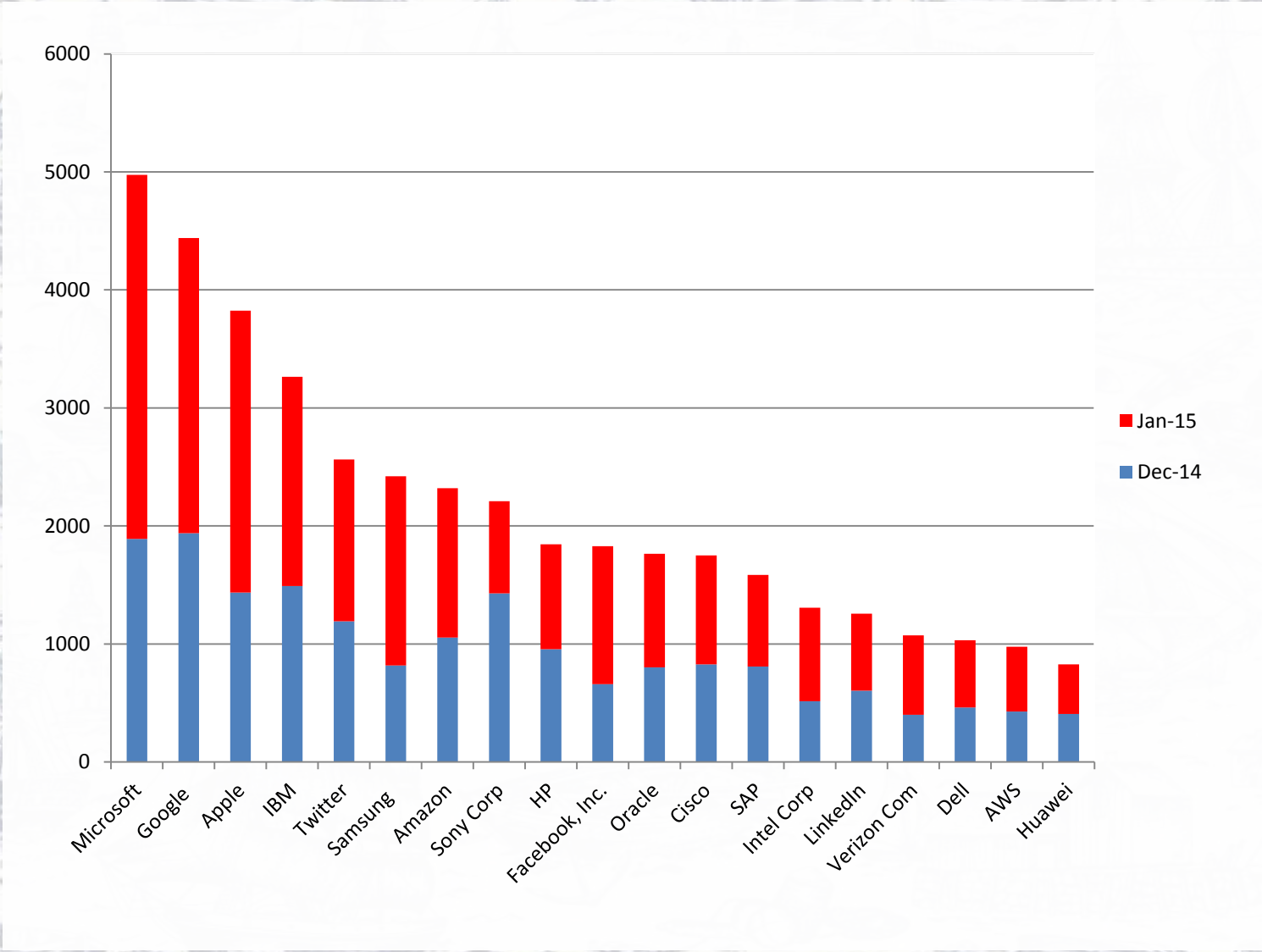
Many Analysts…

A lot of written word from the firms…

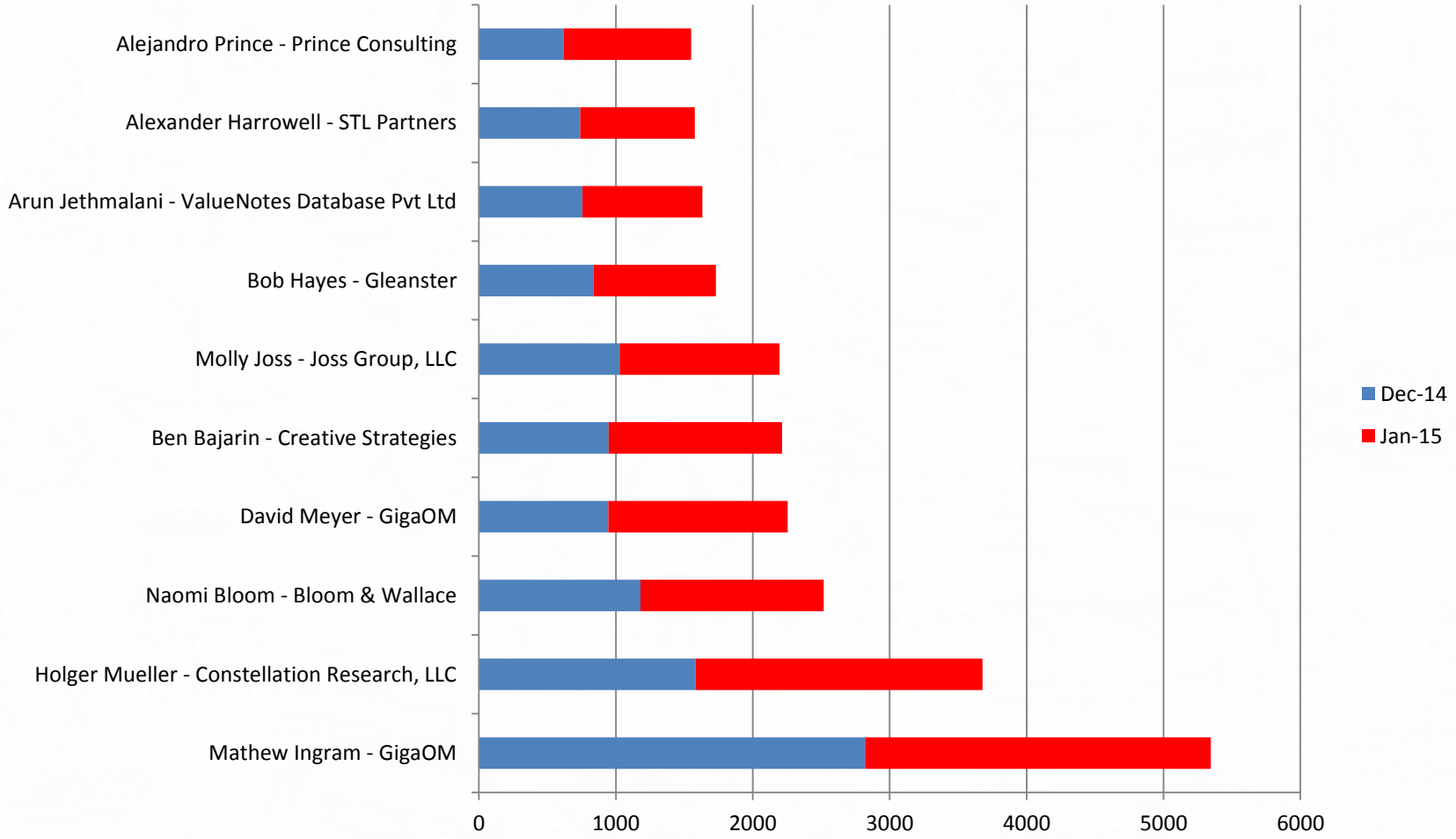


*Written word includes research, media quotes, tweets and blogs

A lot of vendor mentions…



Analysts have a lot to say…



Continuous Network Monitoring

Identify vulnerabilities, reduce risk and ensure compliance.

WE MONITOR YOUR SECURITY, IN REAL-TIME

All of your devices. All of your applications. On-premise, or in the cloud.

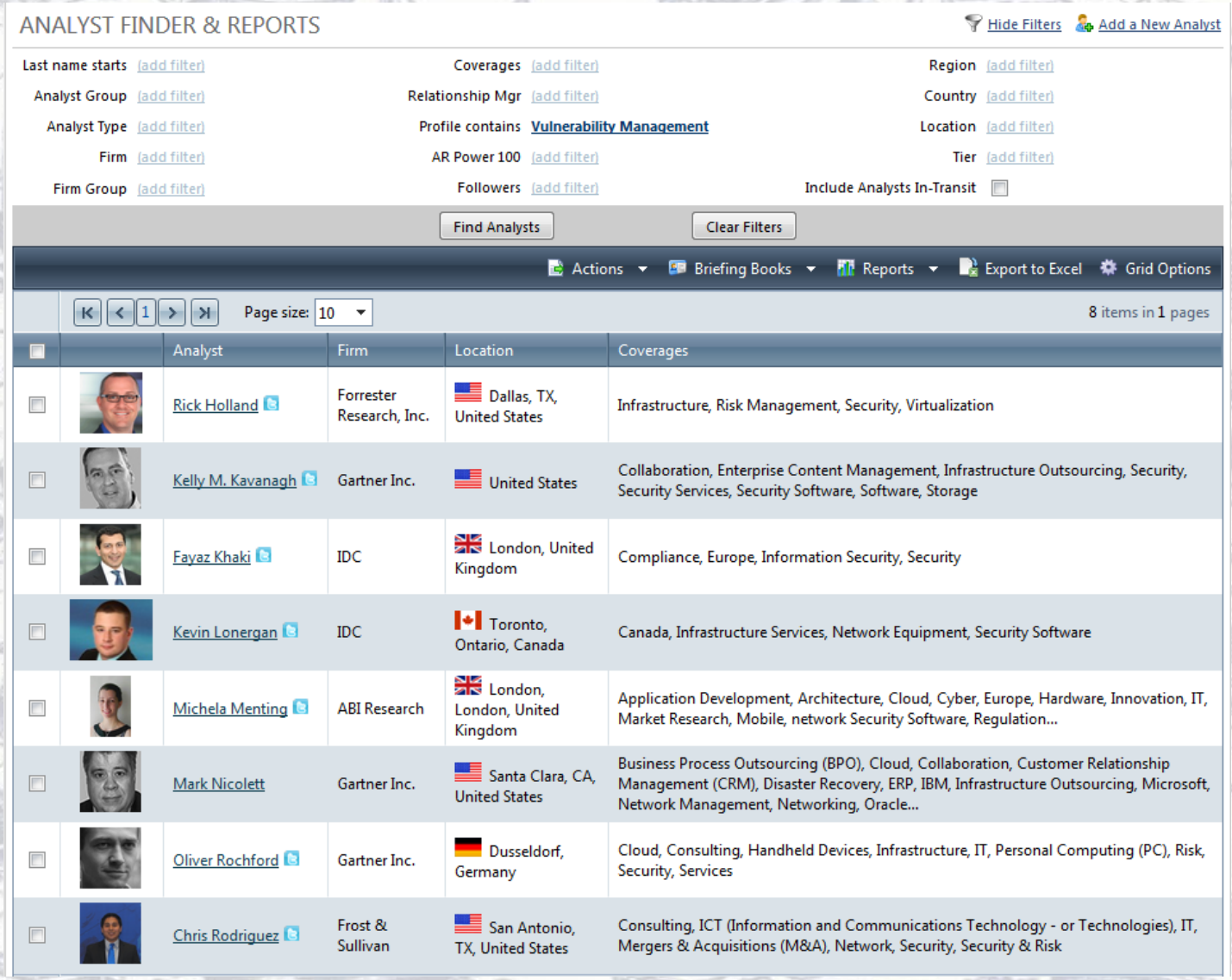
tenable

The Most Comprehensive Solution

tenable network security case

- Create an AR program from the ground up
- Identify internal pain points
- Identify key analysts and stakeholders
- Execute AR plan

Analyst Database



ANALYST FINDER & REPORTS

Hide Filters | Add a New Analyst

Last name starts (add filter)	Coverages (add filter)	Region (add filter)
Analyst Group (add filter)	Relationship Mgr (add filter)	Country (add filter)
Analyst Type (add filter)	Profile contains Vulnerability Management	Location (add filter)
Firm (add filter)	AR Power 100 (add filter)	Tier (add filter)
Firm Group (add filter)	Followers (add filter)	Include Analysts In-Transit ☐

Find Analysts | Clear Filters

Actions | Briefing Books | Reports | Export to Excel | Grid Options

1 | Page size: 10 | 8 items in 1 pages

	Analyst	Firm	Location	Coverages
	Rick Holland	Forrester Research, Inc.	Dallas, TX, United States	Infrastructure, Risk Management, Security, Virtualization
	Kelly M. Kavanagh	Gartner Inc.	United States	Collaboration, Enterprise Content Management, Infrastructure Outsourcing, Security, Security Services, Security Software, Software, Storage
	Fayaz Khaki	IDC	London, United Kingdom	Compliance, Europe, Information Security, Security
	Kevin Lonergan	IDC	Toronto, Ontario, Canada	Canada, Infrastructure Services, Network Equipment, Security Software
	Michela Menting	ABI Research	London, London, United Kingdom	Application Development, Architecture, Cloud, Cyber, Europe, Hardware, Innovation, IT, Market Research, Mobile, network Security Software, Regulation...
	Mark Nicolett	Gartner Inc.	Santa Clara, CA, United States	Business Process Outsourcing (BPO), Cloud, Collaboration, Customer Relationship Management (CRM), Disaster Recovery, ERP, IBM, Infrastructure Outsourcing, Microsoft, Network Management, Networking, Oracle...
	Oliver Rochford	Gartner Inc.	Dusseldorf, Germany	Cloud, Consulting, Handheld Devices, Infrastructure, IT, Personal Computing (PC), Risk, Security, Services
	Chris Rodriguez	Frost & Sullivan	San Antonio, TX, United States	Consulting, ICT (Information and Communications Technology - or Technologies), IT, Mergers & Acquisitions (M&A), Network, Security, Security & Risk

Analyst Premium Content

Analyst Premium Content Database

Browse All Recent | Summary

Search Content "Vulnerability Management" [Search Content]

Entire History, All Types | Hide Saved | Sort By Date

David Mortman
SECUROSIS, LLC
Tweeted on 2/14/2015 7:22:40 PM
4345 0 0

@mortman Tweet

RT @WeldPond: @csoandy @4Dgifts ok "supply chain **vulnerability management** program"

[Save Tweet] [View Tweet]

Tsuneo Tosaka
IDC
Published on 2/11/2015
Mentions Amazon Web Services, Inc., CA, Inc., Check Point, EMC, Intel Corp, McAfee, Microsoft, NTT, RSA, Symantec, Trend Micro

Japan Mobile Security 20142018 Forecast and 2013 Review

This IDC study (a translation of the Japanese document IDC #J14210108) analyzes the 2013 Japan mobile security market and presents market forecast for the period 20142018. The study classifies the Japan mobile security market into four segments, namely mobile identity and access **management** (MIAM), mobile secure access and threat **management** (MSCTM), mobile security and **vulnerability management** (MSVM), and other mobile security and also analyzes each segment.User companies are migrating to business systems that use new technologies such as cloud, mobility, and social media. Tablets, in particular, are increasingly being used for specific business solutions. "User companies and vendors ought to involve the business department that is responsible for the day-to-day execution of the business, along with the IT systems department, while deploying security solutions right from the design phase of mobile device implementation," says Tsuneo Tosaka, research manager, Software & Security, IDC Japan.

[Save Research] [View Research]

Tsuneo Tosaka
IDC
Quoted on 2/3/2015
in Global Information Inc

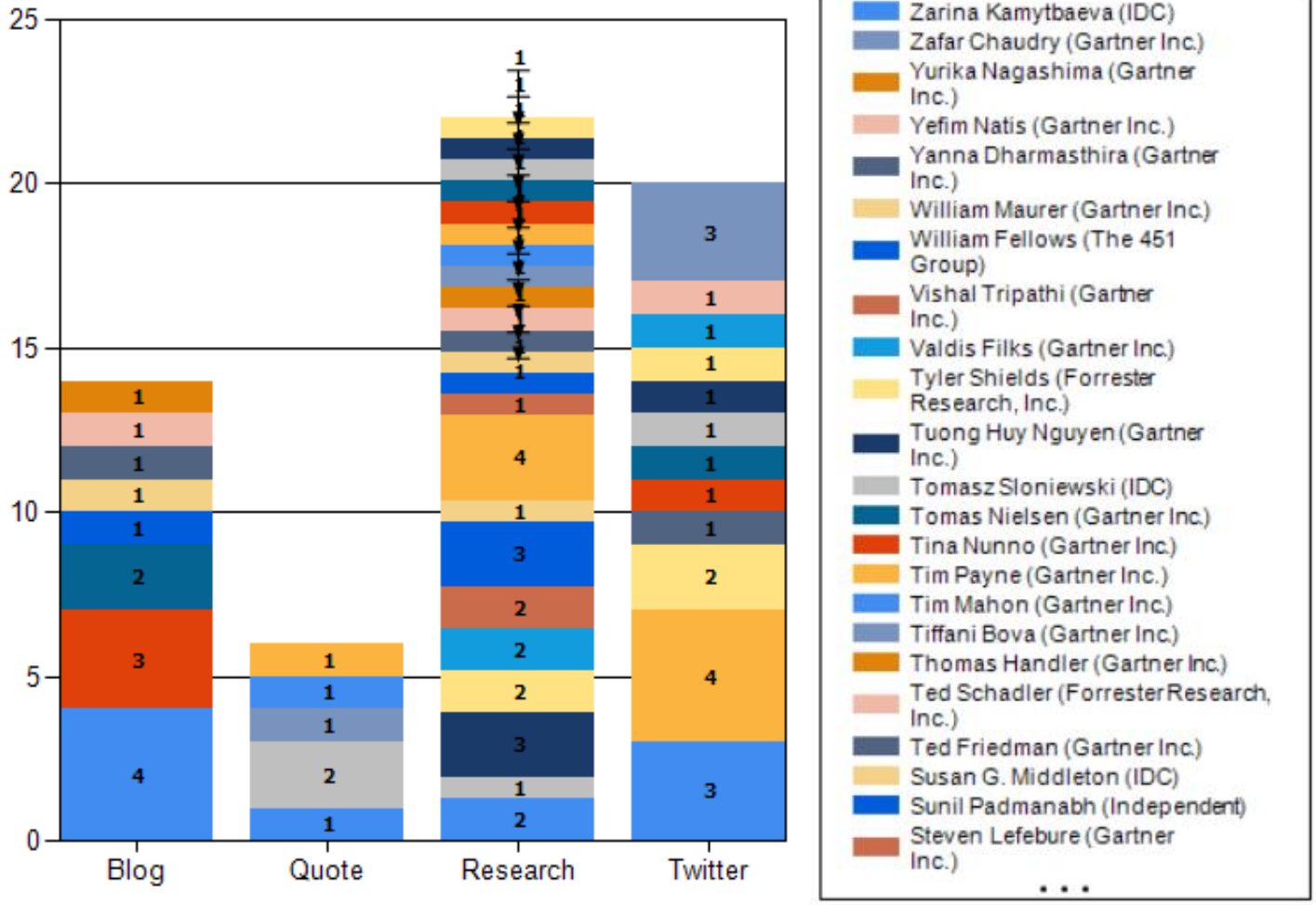
Japan Identity and Access **Management**, Security and **Vulnerability Management** Vendor Analysis 2014

highly dependent upon these systems. IDC Japan Software & Security Research Manager Tsuneo Tosaka argues: "Vendors and their partners that offer IAM software or SVM products would do well to propose solutions not just to information systems departments...

[Save Quote] [View Quote]

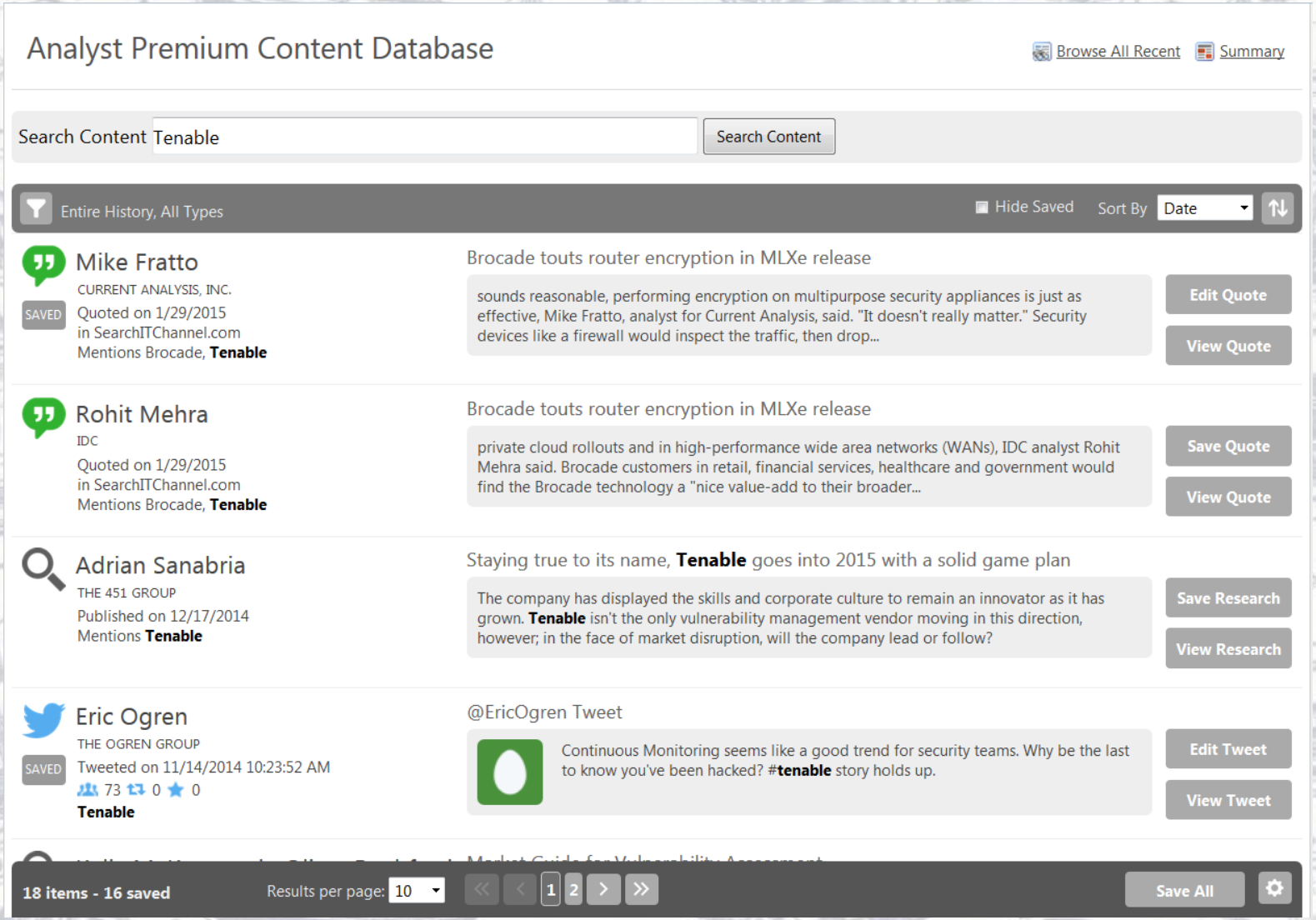
Reports: Mentions of Vulnerability Management

Vulnerability Management Mentions by Article Type and Analyst



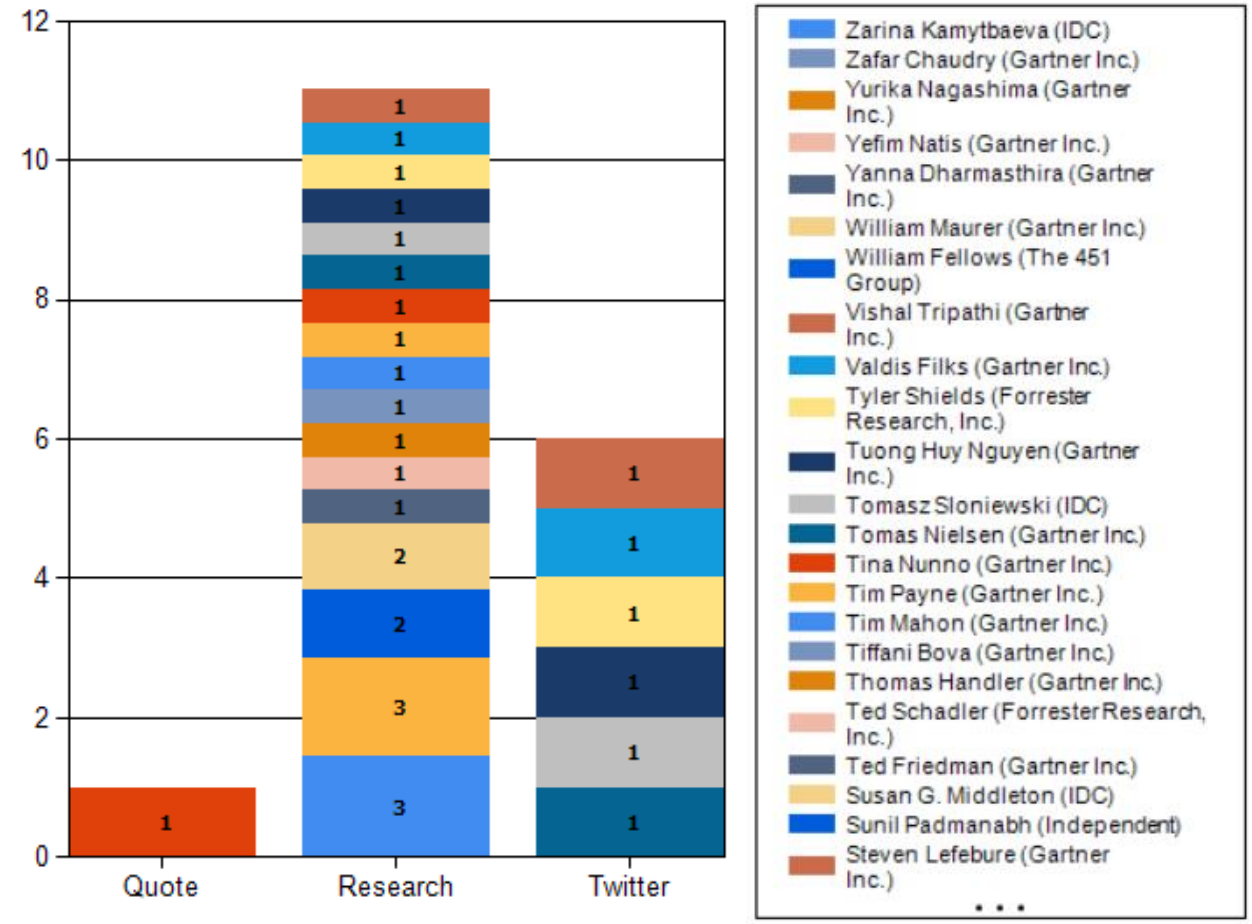
*Analyst names are for illustrative purposes only

Search for Tenable Mentions



Reports: Tenable Mentions

Tenable Mentions by Article Type and Analyst



*Analyst names are for illustrative purposes only

Tenable Target Analyst List*

Target

Mr. Matthew Ball,
Canalys

Mr. Richard Fichera,
Forrester Research, Inc.

Mr. Andre Kindness,
Forrester Research, Inc.

Ms. Tiffani Bova,
Gartner Inc.

Mr. Arun Chandrasekaran,
Gartner Inc.

Ms. Sheila Childs,
Gartner Inc.

Ms. Ronni J. Colville,
Gartner Inc.

Mr. Ruggero Contu,
Gartner Inc.

Mr. Terrence Cosgrove,
Gartner Inc.

Mr. Roger W. Cox,
Gartner Inc.

Mr. Ken Dulaney,
Gartner Inc.

Mr. Jouni Forsman,
Gartner Inc.

Mr. Milind Govekar,
Gartner Inc.

Mr. Lawrence Orans,
Gartner Inc.

Mr. Gregor Petri,
Gartner Inc.

Mr. Lawrence Pingree,
Gartner Inc.

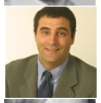
Mr. Errol Rasit,
Gartner Inc.

Mr. Dave Russell,
Gartner Inc.

Ms. Katja Ruud,
Gartner Inc.

Ms. Donna Scott,
Gartner Inc.

Mr. Sorell Slaymaker,
Gartner Inc.


Mr. Gianluca Tramacere,
Gartner Inc.

Ms. Bettina Tratz-Ryan,
Gartner Inc.

Mr. Leif-Olof Wallin,
Gartner Inc.

Ms. Allie Young,
Gartner Inc.

Mr. Stanley Zaffos,
Gartner Inc.

Mr. Chris Barnard,
IDC

Mr. Richard A. Costello,
IDC

Ms. Mary Johnston Turner,
IDC

Mr. Mike Sapien,
Ovum

*List is for illustrative purposes only

Briefing Book

Report

tenable network security

Briefing Book

Mr. Rick Holland — **Forrester Research, Inc.**

Job Title: Principal Analyst
Coverages: Infrastructure, Risk Management, Security, Virtualization

Rick Holland
Principal Analyst serving Security & Risk PROFESSIONALS

Research Coverage
Content Security, Email Content Security, Incident Response & Investigations, Infrastructure Security, Security Operations, Security, Risk and Compliance, Systems & Server Security, Vulnerability & Threat Management, Web Content Security

Rick Holland is a principal analyst at Forrester Research, where he serves Security & Risk Professionals. Rick works with senior information security leadership, providing strategic guidance on security architecture, security operations, and data privacy. His research
focuses on incident response, threat intelligence, vulnerability management, email and web content security, and virtualization security. He is regularly quoted in the media and is a frequent guest lecturer at the University of Texas at Dallas.

Previous Work Experience

Prior to joining Forrester, Rick was a solutions engineer with a national information security reseller and service provider. He advised Fortune 500 clients on security strategy and architected enterprise security solutions. Before that, he worked in both higher education and the home building industry, where he focused on intrusion detection, incident handling, and forensics. Rick also served as an intelligence analyst in the US Army stationed in the US, Europe, and the Middle East.

Education

Rick holds a B.S. in business administration with an MIS concentration (cum laude) from the University of Texas at Dallas. Rick is also a Certified Information Systems Security Professional (CISSP), a Certified Information Systems Auditor (CISA), and a GIAC Certified Incident Handler (GCIH).

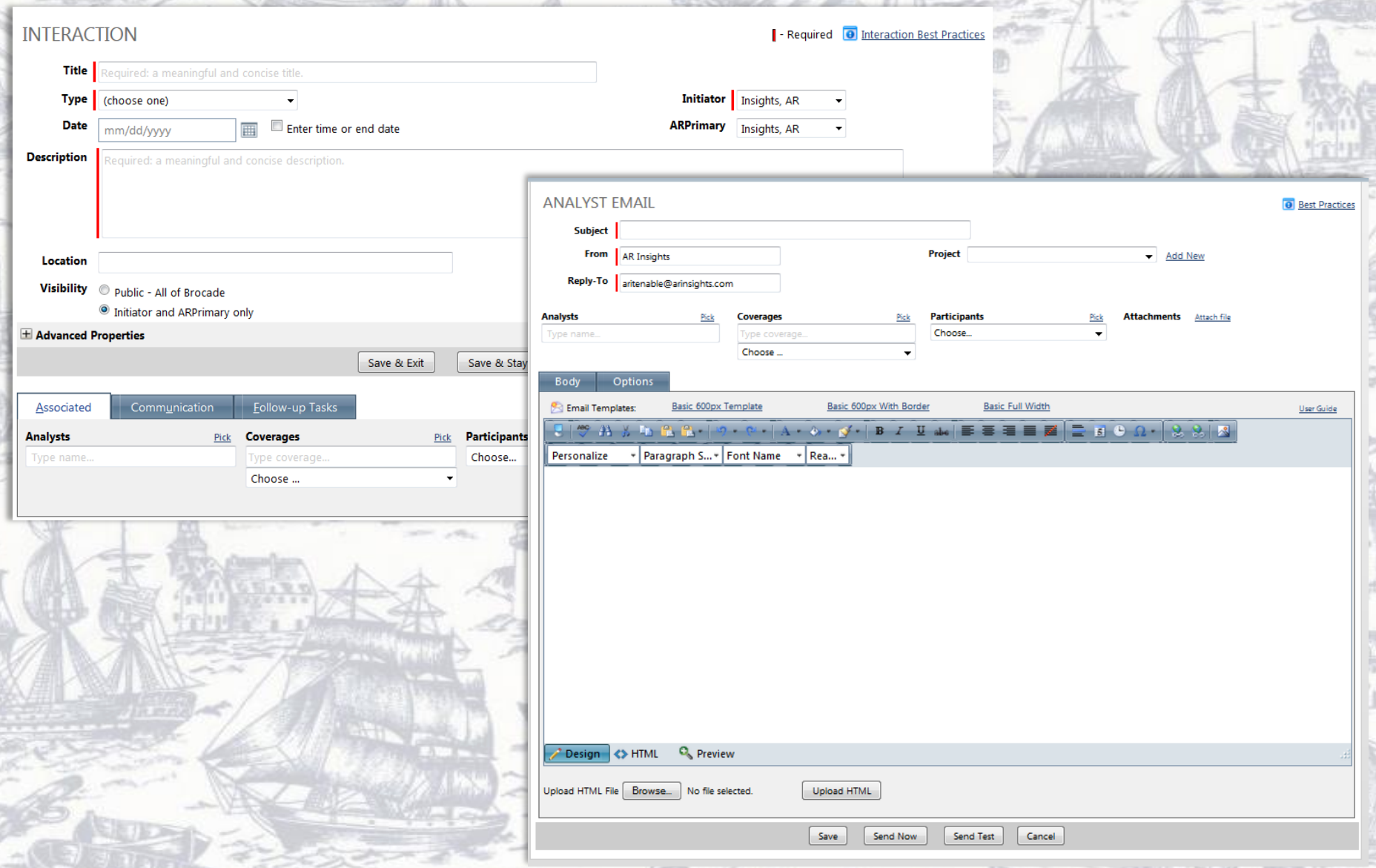
Media Quotes

Belden Acquires Tripwire To Address Industrial Control System Security (12/10/2014, *CRN*)
will likely bolster operational security and data protection within SCADA environments, said Rick Holland, principal analyst at Forrester Research. Holland pointed to GE's recent acquisition of Wurldtech for critical infrastructure protection as...

@jack_daniel @andrewsmhay Belden made me do a double take. Maybe they will use the tripwire compliance stuff for NERC FERC, but its so niche (12/10/2014, *rickhholland*)
@rickhholland

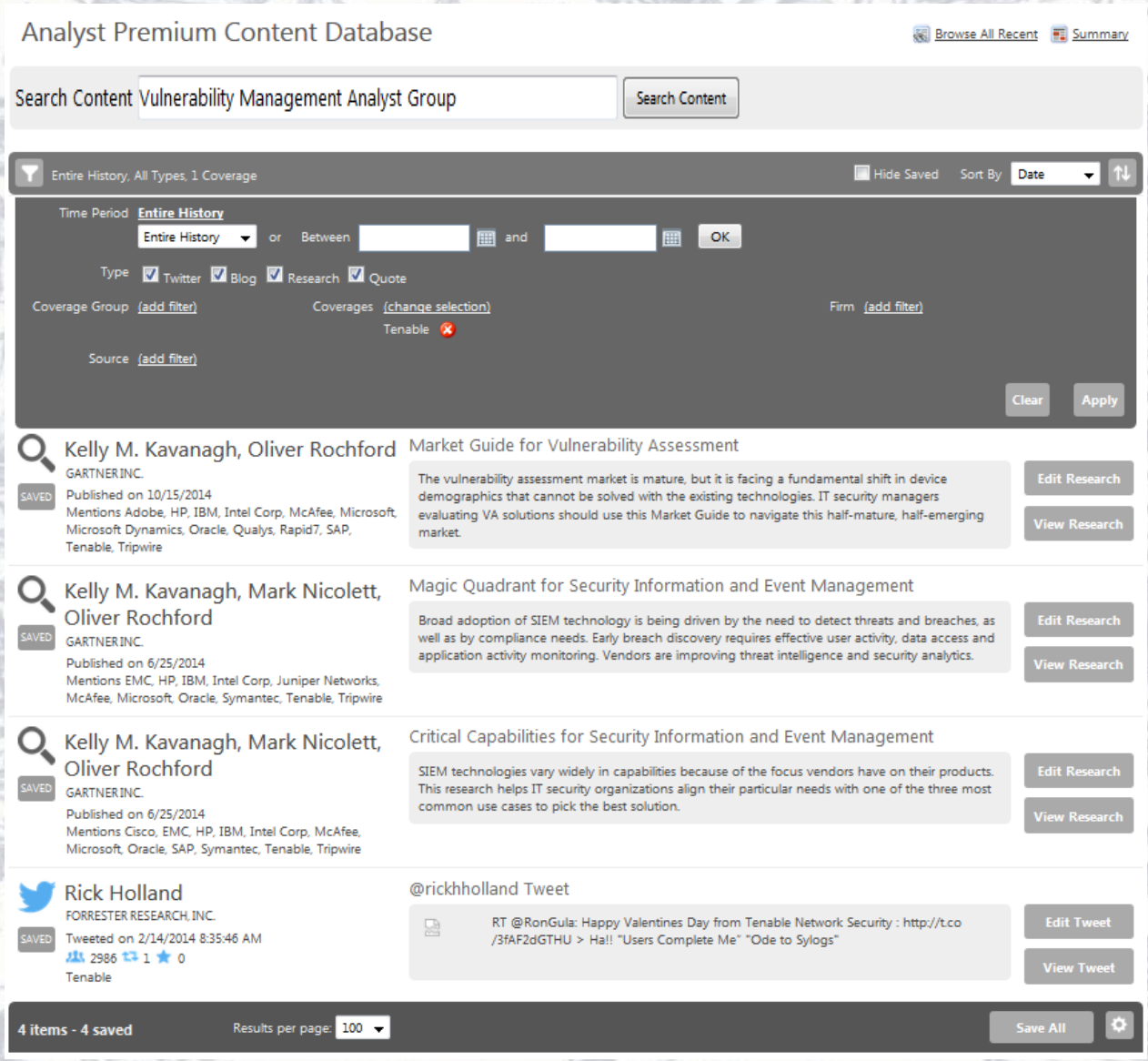
Communicate with Analysts

Influence



Monitor Analysts

Monitor



Takeaways

Target

Report

Influence

Monitor