

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



Schylr Greggs
Head of Analyst Relations



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

Gartner

FORRESTER

IDC

VERDANTIX
The Authority On Sustainable Business

OVUM

Pyramid Research

**INFONETICS
RESEARCH**

ESG
Enterprise Strategy Group

**VENTANA
RESEARCH**

CCS

the **451** group

STRATEGYANALYTICS
...insights for success

PAC
Pierre Audoin Consultants

**analysys
mason**

insight

informa
telecoms & media

**yankee
group**

**constellation™
RESEARCH**

FROST & SULLIVAN

JAVELIN
STRATEGY & RESEARCH

Ardent Partners

TANEJA GROUP
TECHNOLOGY ANALYSTS

**ABERDEEN
GROUP**
A Harte Hanks Company

Current Analysis

CELENT **DATAMONITOR**



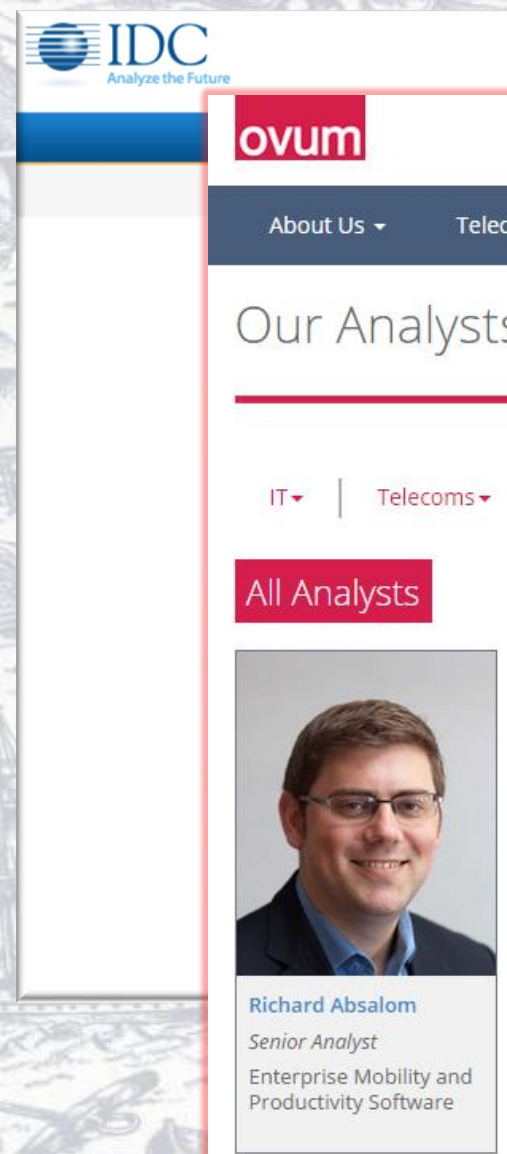
Aite

**NAVIGANT
RESEARCH**

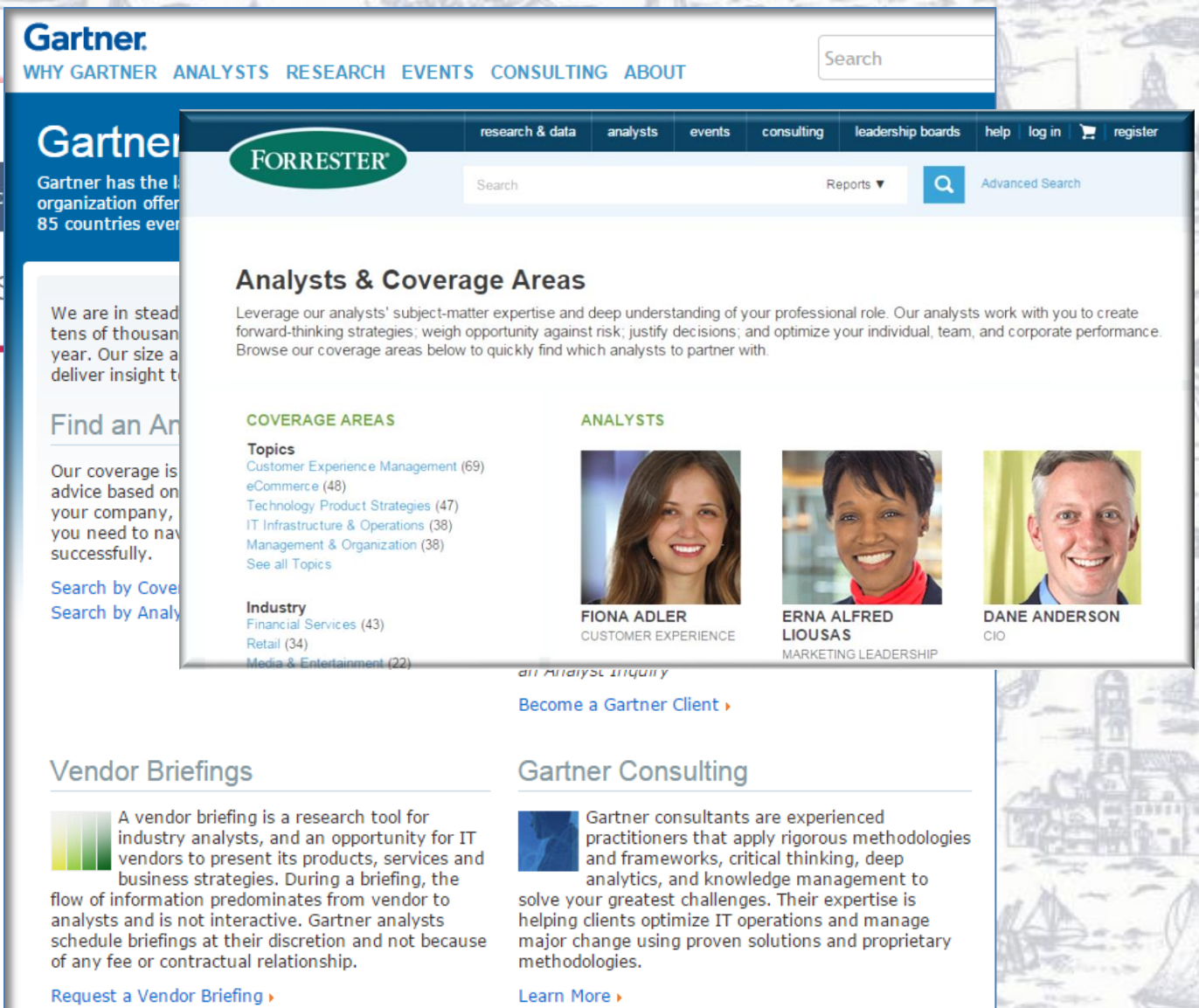
ABIresearch
technology market intelligence

VDC | Research
Insights for the Connected World

Many sites to navigate...



The Ovum website features the IDC logo at the top left with the tagline "Analyze the Future". The Ovum logo is prominently displayed in a red box. Navigation links include "About Us" and "Telecoms". A large heading reads "Our Analysts". Below this, there are filters for "IT" and "Telecoms". A red button labeled "All Analysts" is visible. A portrait of Richard Absalom is shown, with his name and title "Senior Analyst" listed below. His expertise areas are "Enterprise Mobility and Productivity Software".

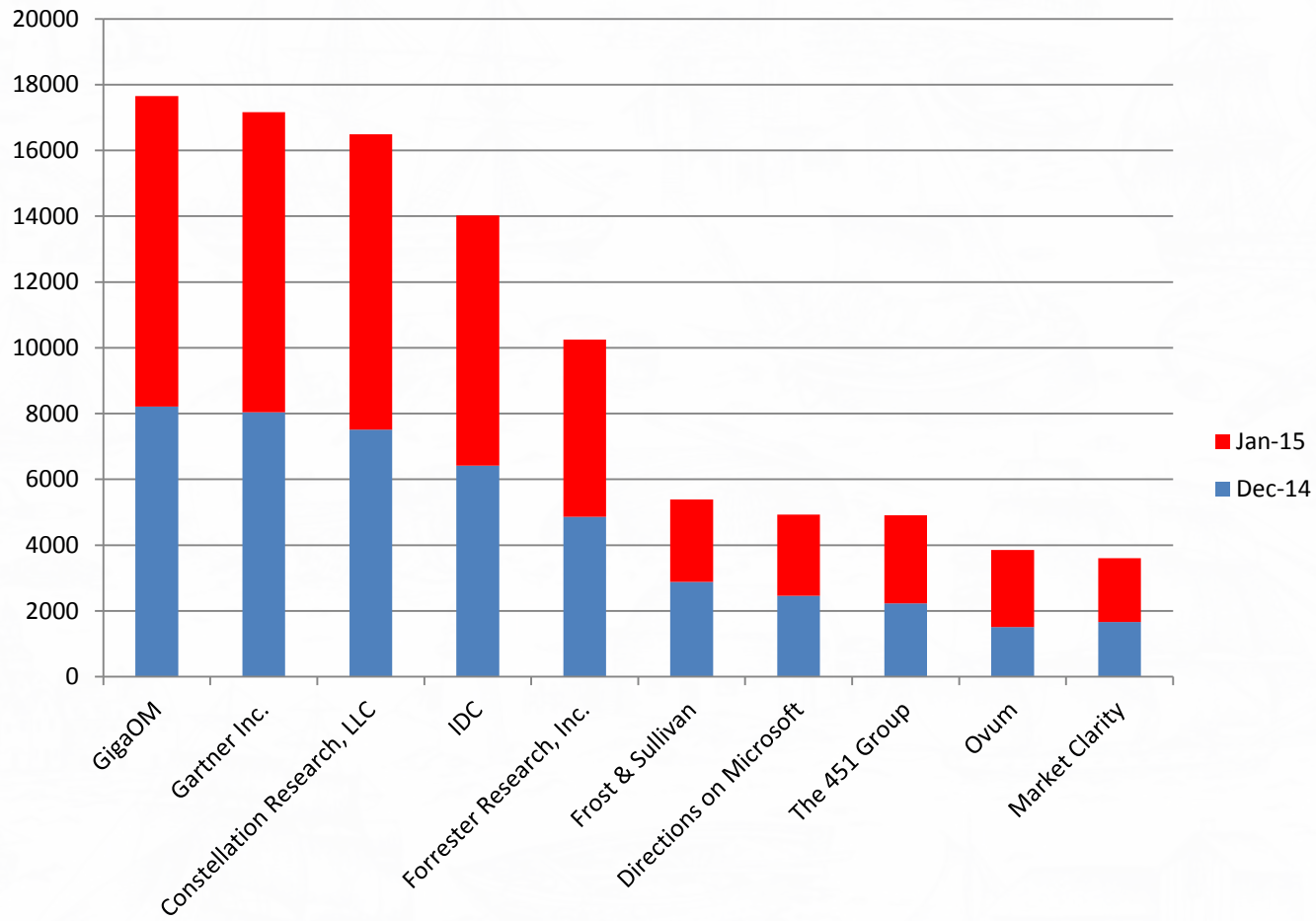


The Gartner website features the Gartner logo at the top left. Navigation links include "WHY GARTNER", "ANALYSTS", "RESEARCH", "EVENTS", "CONSULTING", and "ABOUT". A search bar is located at the top right. Below the navigation, there is a "FORRESTER" logo and another search bar. The main heading is "Analysts & Coverage Areas". A sub-heading reads "Leverage our analysts' subject-matter expertise and deep understanding of your professional role. Our analysts work with you to create forward-thinking strategies; weigh opportunity against risk; justify decisions; and optimize your individual, team, and corporate performance. Browse our coverage areas below to quickly find which analysts to partner with." Below this, there are two columns: "COVERAGE AREAS" and "ANALYSTS". The "COVERAGE AREAS" column lists topics and industries with their respective counts. The "ANALYSTS" column features three analyst portraits: Fiona Adler (Customer Experience), Erna Alfred Liousas (Marketing Leadership), and Dane Anderson (CIO). A link "Become a Gartner Client" is visible. Below the analyst profiles, there are sections for "Vendor Briefings" and "Gartner Consulting". The "Vendor Briefings" section includes a definition of a vendor briefing and a link "Request a Vendor Briefing". The "Gartner Consulting" section includes a description of Gartner consultants and a link "Learn More".

Many Analysts...

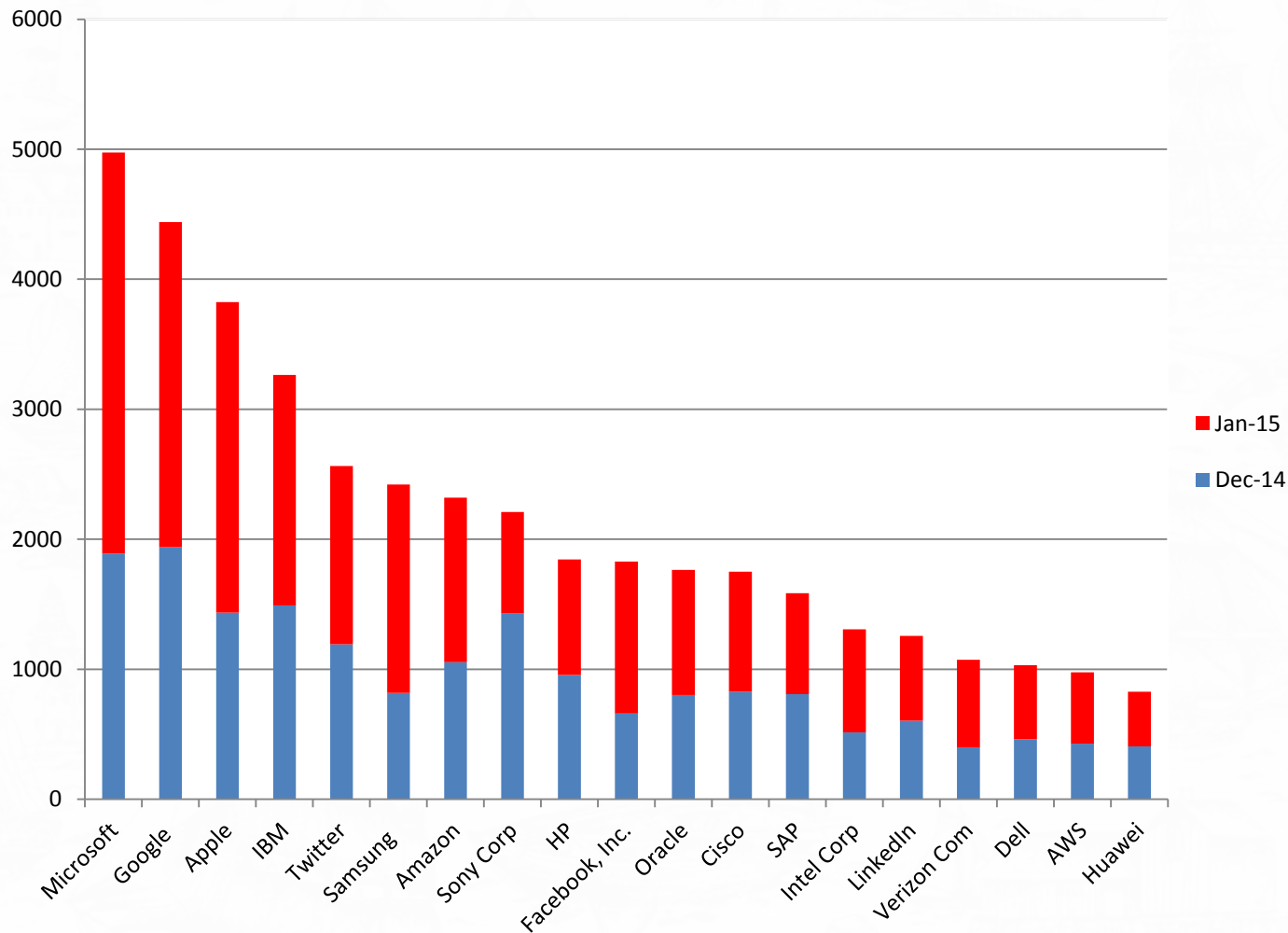


A lot of written word from the firms...

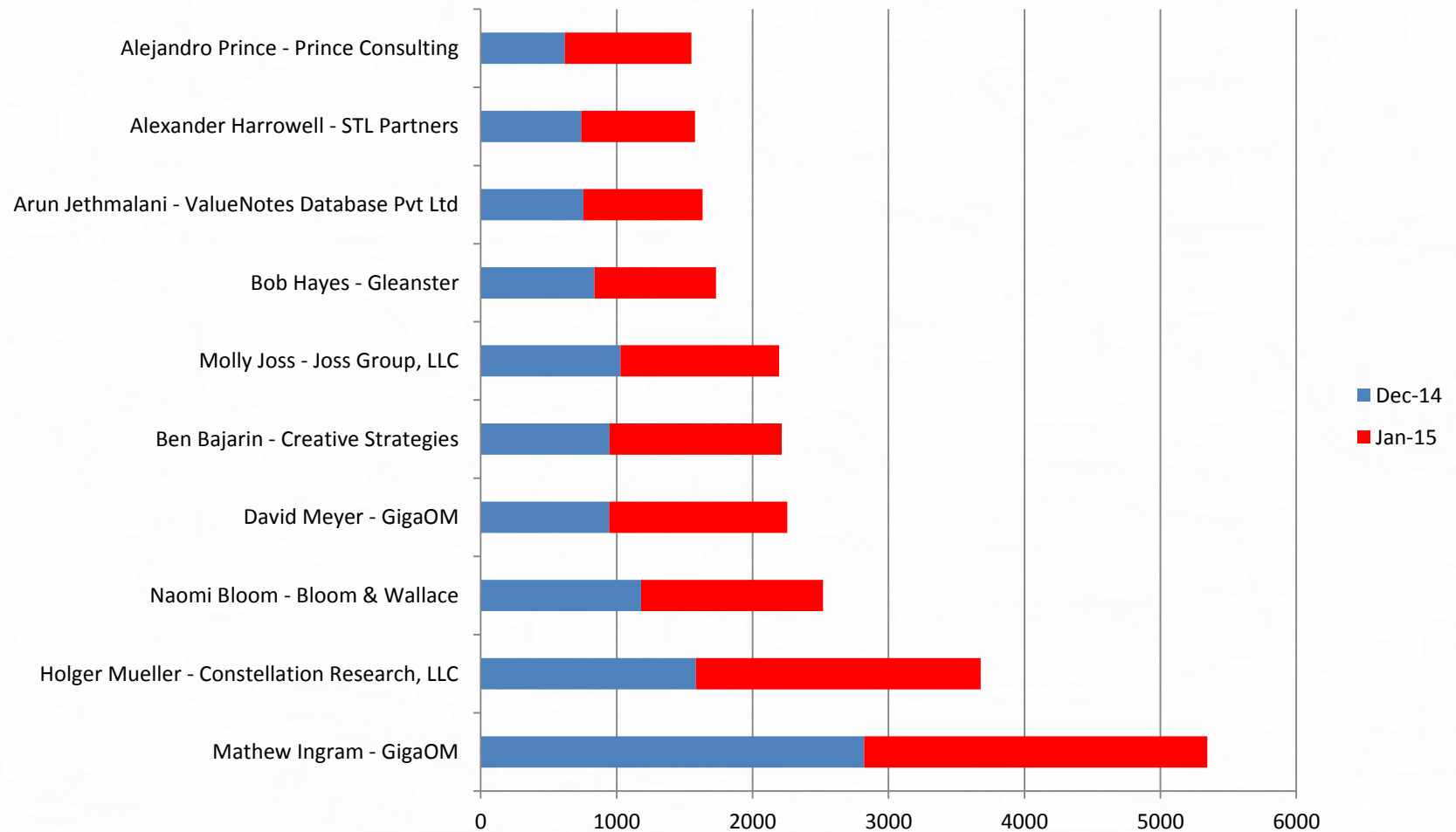


*Written word includes research, media quotes, tweets and blogs

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.



Category-Defining
Continuous Network
Monitoring



Certified by Payment
Card Industry and
Federal Government
to perform audits



Creators of Nessus
with over
1,000,000 Users

— The Most Comprehensive Solution —





➤ 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

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Clear Filters

[Actions](#) [Briefing Books](#) [Reports](#) [Export to Excel](#) [Grid Options](#)

[K](#) [<](#) [1](#) [>](#) [X](#) Page size: 10

8 items in 1 pages

<input type="checkbox"/>	Analyst	Firm	Location	Coverages
<input type="checkbox"/>	 Rick Holland 	Forrester Research, Inc.	 Dallas, TX, United States	Infrastructure, Risk Management, Security, Virtualization
<input type="checkbox"/>	 Kelly M. Kavanagh 	Gartner Inc.	 United States	Collaboration, Enterprise Content Management, Infrastructure Outsourcing, Security, Security Services, Security Software, Software, Storage
<input type="checkbox"/>	 Fayaz Khaki 	IDC	 London, United Kingdom	Compliance, Europe, Information Security, Security
<input type="checkbox"/>	 Kevin Lonergan 	IDC	 Toronto, Ontario, Canada	Canada, Infrastructure Services, Network Equipment, Security Software
<input type="checkbox"/>	 Michela Menting 	ABI Research	 London, London, United Kingdom	Application Development, Architecture, Cloud, Cyber, Europe, Hardware, Innovation, IT, Market Research, Mobile, network Security Software, Regulation...
<input type="checkbox"/>	 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...
<input type="checkbox"/>	 Oliver Rochford 	Gartner Inc.	 Dusseldorf, Germany	Cloud, Consulting, Handheld Devices, Infrastructure, IT, Personal Computing (PC), Risk, Security, Services
<input type="checkbox"/>	 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

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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

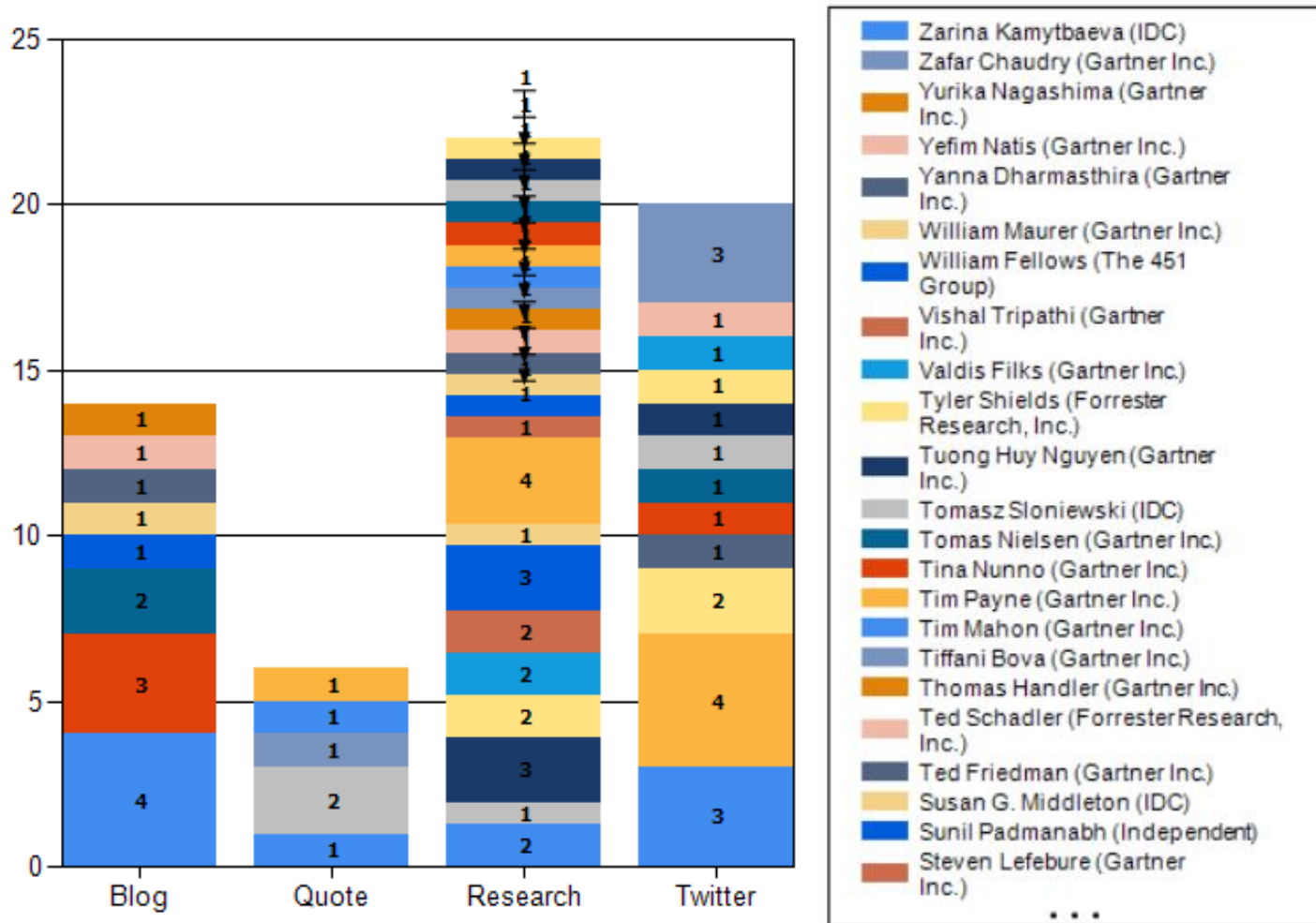
highly dependent upon these systems. IDC Japan Software & Security Research Manager Tsuneo Tosaka argues: "Vendors and their partners that offer IAM software or SVM products would do well to propose solutions not just to information systems departments..."

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

Analyst Premium Content Database

[Browse All Recent](#) [Summary](#)

Search Content

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

Mike Fratto
CURRENT ANALYSIS, INC.
 Quoted on 1/29/2015
in SearchITChannel.com
Mentions Brocade, **Tenable**

Brocade touts router encryption in MLXe release

sounds reasonable, performing encryption on multipurpose security appliances is just as effective, Mike Fratto, analyst for Current Analysis, said. "It doesn't really matter." Security devices like a firewall would inspect the traffic, then drop...

Rohit Mehra
IDC
Quoted on 1/29/2015
in SearchITChannel.com
Mentions Brocade, **Tenable**

Brocade touts router encryption in MLXe release

private cloud rollouts and in high-performance wide area networks (WANs), IDC analyst Rohit Mehra said. Brocade customers in retail, financial services, healthcare and government would find the Brocade technology a "nice value-add to their broader..."

Adrian Sanabria
THE 451 GROUP
Published on 12/17/2014
Mentions **Tenable**

Staying true to its name, **Tenable** goes into 2015 with a solid game plan

The company has displayed the skills and corporate culture to remain an innovator as it has grown. **Tenable** isn't the only vulnerability management vendor moving in this direction, however; in the face of market disruption, will the company lead or follow?

Eric Ogren
THE OGREN GROUP
 Tweeted on 11/14/2014 10:23:52 AM
 73 0 0
Tenable

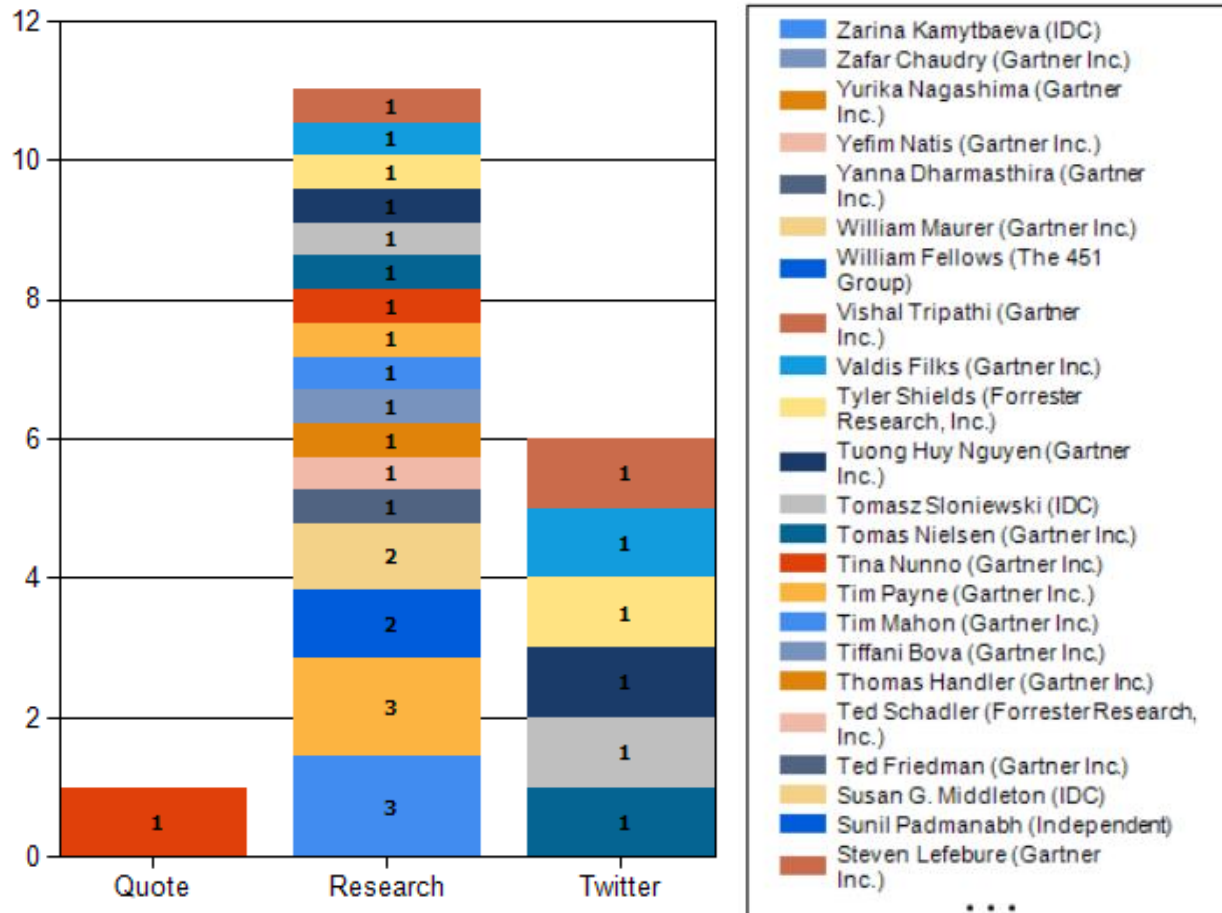
@EricOgren Tweet

Continuous Monitoring seems like a good trend for security teams. Why be the last to know you've been hacked? #tenable story holds up.

18 items - 16 saved Results per page:

Reports: Tenable Mentions

Tenable Mentions by Article Type and Analyst



*Analyst names are for illustrative purposes only



Target

Tenable Target Analyst List*



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



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, CRM) will likely bolster operational security and data protection within SCADA environments, said Rick Holland, principal analyst at Forrester Research. Holland pointed to Git's recent acquisition of [Wurldtech](#) for critical infrastructure protection as...

@jack_daniel @andrewsbay 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, [rickholland](#))
@rickhholland

Takeaways



Target



Report



Influence



Monitor