

Why Your CISO Keeps Pushing for “SIEM” & “SOAR”

*And why ignoring them could cost
more than money, uptime, or trust.*

Here's the “so *what*”
that every executive
needs to
understand...

Does your CISO seem fixated on logging, alerting, & automation platforms like SIEM (Security Information & Event Management) & SOAR (Security Orchestration, Automation, & Response)?

They're not trying to pad the budget. **They're trying to keep you & your organization from becoming the next headline.**

You can't stop
what you can't
see.

- **SIEM & SOAR platforms transform scattered technical noise* into real-time visibility across your digital ecosystem.**
- **This is your early warning system.** It allows your security team to detect when a threat actor is already in your network, moving laterally, escalating privileges, or quietly exfiltrating data.

*Examples of “technical noise”: User logins, network behavior, system alerts

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Your organization might not even know it's compromised until operations go dark or its data shows up for sale.

- Once an attacker successfully breaks into an organization's systems, **it typically takes 11 days before the organization even realizes they've been breached.**
- Without modern detection capabilities - those **11 days often become weeks or even months.**¹

1: Mandiant. M-Trends 2024 Special Report. Google Cloud, 2024

SIEMs surface meaningful threats quickly.

SOAR automates the playbook - isolating affected systems, resetting credentials, and notifying responders - **so your team can act fast and stay focused.**

Attackers move faster than most legacy processes or overworked analysts can respond.

This speed translates into real business outcomes:

- ☑ Reduced dwell time = **less damage.**
- ☑ Faster containment = **lower recovery costs.**
- ☑ Proactive defense = **stronger customer & stakeholder trust.**

SIEM & SOAR
are not plug &
play

SIEM & SOAR require
sustained investment in
people, tuning, & training

The True Cost of Doing Nothing

Upfront spend includes
licensing, staffing, & training.

But compare that to:

- **Weeks offline**
- **\$ Millions lost**
- **Brand reputation damage**

And those are the quantifiable
costs. Rebuilding trust is harder
to price.

Here's what you need to do now

- **Ask your CISO how you're detecting - not just defending.** Your firewalls won't save you from compromised credentials or insider threats. SIEM & SOAR platforms help surface what traditional controls miss.
- **Fund the talent.** These tools are only as effective as the team configuring & managing them. Invest in people, not just tech.
- **Demand metrics, not magic.** Well-implemented SIEM/SOAR platforms can show measurable improvements in detection speed, incident response times, & reduced impact. Make sure your team is reporting on them.
- **Start with SIEM, graduate to SOAR.** Automating before you're ready is risky. Visibility comes first.

Want to Get This Right?

We help executive teams:

- Translate **business priorities** into cyber decisions
- Build realistic roadmaps for **SIEM/SOAR success**
- Align security investments with **risk and resilience outcomes**

When your strategy and detection align,
everything else moves faster. Let's talk.

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