Google Cloud Security Partner Newsletter

August 2024

Available Partner Campaigns

SecOps Campaign

JUST LAUNCHED! New SecOps Compete Campaign

REGISTER NOW to learn more in a Live Session, September 17th at 8am PST.

We are excited to announce the launch of the refreshed assets now available within Partner Marketing Studio for our Signed SecOps Partners. You will be able **deploy strategic sales outreach targeting security decision makers across industries** with legacy SIEMs by **highlighting Google SecOps differentiators and competitve messaging.**

Campaign includes: Whitepaper Promotion, Pitch Deck, Email Outreach x 3, One-Pager, Case Studies x 2, Customer Videos x2, Analyst Report

Access Materials in Partner Marketing Studio Today ↗

NEW! Google Threat Intel Upsell Campaign

Google Cloud

REGISTER NOW to learn more in a Live Session on Partner Advantage Live, October 8th at 8am PST.

Partners can now **deploy strategic sales outreach** targeting security professionals by highlighting **Google Threat Intelligence**, a new offering that provides unparalleled visibility into the global threat landscape. It offers deep insights from Mandiant's leading incident response and threat research team, combined with a massive user and device footprint and VirusTotal's broad crowdsourced malware database.

Campaign includes: Pitch Deck, Blog, Email Outrech x 3, Video x 7, Co-Branding Templates

Access Materials in Partner Marketing Studio ↗

Security Command Center Enterprise

In March 2024, Google Cloud announced Security Command Center Enterprise, **the industry's first cloud risk management solution that fuses proactive cloud security and enterprise security operations** — supercharged by Mandiant expertise. Deploy strategic sales outreach targeting enterprise organizations with significant Compute Engine and Kubernetes Engine workloads in Google Cloud. **Highlight Security Command Center differentiators, competitive messaging, and customer stories to guide your initial conversations, with the goal of initiating a free trial.**

Campaign includes: Sales Plays, Pitch Deck, Partner Enablement x 2, Email Outreach, Video x 5, Blog x 2, Whitepaper x 2, and One-Pager

Access Materials in Partner Marketing Studio ↗

Upcoming

Mandiant Consulting Order Process Change

Effective October 1, 2024

Starting October 1, 2024, we will align how Mandiant Consulting orders are processed to match the process currently used for SaaS orders. This means you, as partners, will be signing a partner order form for all consulting orders. September 30, 2024 will be our last day to accept POs for Consulting orders. Please continue to submit your deal registrations via Partner Advantage, and work with the Google Cloud Security Sales Specialist or the Renewal Specialist to get your quotes and order form.

Learn How to Use Partner Marketing Studio

Hosted VIrtually September 7, 2024

Join us on September 5, 2024 at 8am PST for a Marketing Orientation session hosted by the Google Cloud Partner Marketing Team. During this session, you'll get a tour of the Google Cloud Partner Marketing benefits and resources available in Partner Marketing Studio, with a special focus on ready-to-go campaigns specifically developed for Security partners.

*When you Register, select Partner Type: Sell and Service Partner, and then this session: September 5, 2024 at 8am PT (Sell and Service - Security partners).

Register Now! ↗

Join us at mWISE Conference

September 18-19, 2024 in Denver, Colorado

Register now to attend the 2024 mWise Conference! Dive into the latest innovations in cybersecurity and gain insights on emerging threat intelligence from leading experts and industry pioneers. There will be 70+ sessions packed with industry insights!

Use Code: GoogleCloudEXPO100 to snag a free Expo + Badge!

Register Now! ↗

In Case You Missed It

Google Cloud Security Summit

Hosted August 20, 2024 at 9am PST Virtually

Discover why you should make Google part of your security team. Learn how to protect your business from emerging cyber threats, leverage frontline intelligence, and build on secure-by-design cloud foundations, supercharged by AI. Check out this digital event to explore cutting-edge innovations from Google Cloud and gain insights from Mandiant experts who can help you strengthen your security and manage risk in today's rapidly changing environment.

Register to Watch On Demand ↗

Office of the CISO Update

Released August 2024 - Edition 5

Google Cloud **released the latest Perspectives on Security for the Board report**, tackling urgent topics like credential theft, the looming risks posed by quantum computing, and ongoing challenges in supporting digital sovereignty.

Learn More Here ↗

Product Features Announcements

Security Command Center Enterprise Features & Pricing Updates

SCC Enterprise pricing just got simpler. **Learn how to gain a competitive pricing advantage** and win the battle to secure your customers' multi-cloud environments. The new pricing gives your customers fully predictable pricing, makes selling easier, and helps differentiate SCC from the competition.

Learn More Here ↗

Google Security Operations Q2 2024 - Product Feature Roundup

What were the quarterly highlights?

- **Turn intelligence into action.** Enterprise+ customers can automatically apply our industry-leading global threat visibility to their unique environment with **Applied Threat Intelligence.**
- **Automatically bring relevant threats to the forefront.** Enterprise+ customers can create their own threat profiles to focus on the threats relevant to their organization based on user-configured interests such as industry and operating location.
- **Uncover the latest threats with new curated detections.** Enterprise+ customers now have access to *emerging threat detections*, which can provide coverage for recently-detected methodologies by Mandiant's elite team, including during incident response engagements. Enterprise and Enterprise+ customers have access to *cloud detections,* which can address serverless threats, crypto mining incidents across Google Cloud, all Google Cloud and Security Command Center Enterprise findings, anomalous user behavior rules, machine learning-generated lists of prioritized endpoint alerts (based on factors such as user and entity context), and baseline coverage for AWS including identity, compute, data services, and secret management. We have also added detections based on learnings from the Mandiant Managed Defense team.
- **Make faster decisions with an AI-powered investigation assistant.** Enterprise and Enterprise+ customers can now interact with Google Security Operations using a context-aware, AI-powered chat to answer questions, summarize events, hunt for threats, create rules, and receive recommended actions based on the context of investigations.
- **Respond with speed and precision using AI-generated playbooks.** Enterprise and Enterprise+ customers can easily build response playbooks, customize configurations, and incorporate best practices with our playbook assistant.
- **Leverage statistical analysis and aggregations in search queries.** All Google SecOps customers can now write Yara-L 2.0 search queries for statistical analysis and aggregations to track the distribution and frequency of security events, detect anomalous behavior and analyze trends over time.
- **Seamlessly query raw log data.** All Google SecOps customers can now search raw logs, using the term "raw = ", from the Search page to view normalized UDM events and entities for both parsed logs and unparsed log lines for logs that are not normalized.
- **Natively collect logs from non-cloud data sources.** All Google SecOps customers can now easily send logs from Windows Events, Linux, databases, flat files, and more data sources to Google Security Operations with our new collection agent. It can be used in conjunction with the existing Google Security Operations forwarder or as a standalone agent, and does not require any additional licensing. If customers are looking to scale or leverage advanced features, both a free and paid version of the **BindPlane OP (Observability Platform) management console** is available to deploy, remotely configure, and monitor the agents.

- **Execute detections in near real-time with performance improvements.** All Google SecOps customers can execute single event rules in near real-time, including both custom and curated, and simple and complex rules using reference lists and match windows. They can also accelerate detections based on time-sensitive context from the Google Security Operations entity graph with performance improvements to multi-event context-aware detections.
- **Expanded Regional Support.** All Google SecOps customers can now meet long-term compliance and jurisdictional requirements with expanded regional support in Canada, India, Qatar, and Italy.
- **Expert Help from Mandiant Threat Hunters within your multi-cloud environment.** With Mandiant Hunt, customers can now uncover threat actors hiding in plain sight within their multi-cloud environment. Mandiant Hunt experts can help detect adversaries abusing valid credentials across Amazon Web Services (AWS) and Google Cloud platforms for Google Security Operations and Security Command Center customers.

Learn More about the **Google Cybersecurity Action Team** and access the latest Threat Horizons report by visiting **this site**.