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Marketing CC Working Group 

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Marketing WG November Meeting

Author: Profile has been removed
11/5/2013 7:31 PM

All,

Please log into Doodle and indicate which time works best for our November WG meeting.

<http://www.doodle.com/rp9uzigkyuym3biy>

Thanks,
Eric Winterton

Comments: 3 [Add comment](#)

Marketing WG October Meeting

Author: Profile has been removed
10/1/2013 1:48 PM

All,

Please log into Doodle and indicate which time works best for our October WG meeting.

<http://www.boozallen.com/consulting/solutions/cyber/cyber-solutions-network>

Thanks,
Eric

Comments: 5 [Add comment](#)

Marketing WG Agenda for ICCC Discussion

Author: Profile has been removed
8/21/2013 11:49 AM

All,

ICCC is fast approaching and below is a proposed agenda for our Marketing CC working group.

- Summary of first meeting
- Marketing the CC Transition
 - Why is a transition needed?
 1. Improve Repeatability
 2. Make evaluations more Relevant
 3. Ensure they scope of testing and evidence is Reasonable
 4. Maintain Mutual Recognition
 5. Others?
 - How?
 1. How do we reach our target audience and disseminate our message
 2. What do good results look like
 3. How to avoid getting off track
 4. What we need from the CCRA members to ensure good results
- Marketing CC overall
 - What is the value proposition
 - How?
 1. Wikipedia work
 2. Websites

I want to remind everyone that we all had an action to discuss with our respective marketing divisions and ask for advice and recommendations of various ways to better reach our target audience. Please come ready to discuss your ideas. I look forward to collaborating with a great set of colleagues this year.

Thanks,
Eric Winterton

Comments: 0 [Add comment](#)

CC learning wiki page

Author: Axel Rennoch
7/28/2013 11:07 AM

Dear Marketing WG,

a new internal Wiki page provides an initial list of resources that support introduction/learning of CC: [CC learning resources](#).

Please add missing resources. Later we may discuss about publishing some information via the CCUF public webpage, too.

Regards,
Axel

Comments: 0 [Add comment](#)

Please help improve Common Criteria Wikipedia



Author: Kirill Sinitski

6/27/2013 5:11 PM

I am going to skip ahead on a number of very important questions, like who are we trying to market CC to, how can we reach and influence decision makers, what are the drivers for certification and how we can reinforce them.

One of the problems that strongly resonates with me is delivering a consistent yet easily understood message. For anyone not already intimately involved in the Common Criteria world, it is not easy to find answers to simple questions like "What does it mean?", "How do I start?".

Imagine the following hypothetical scenario – a VP of sales approaches a product manager and informs him/her that in order to sign a very lucrative contract the product needs to get a XYZ certification, and they need it yesterday!

What happens next?

The product manager only heard about XYZ, so after the meeting with the VP of sales, the product manager Googles XYZ. The product manager finds links to XYZ Portal, XYZ Wikipedia, NIAP- XYZ, and the list of XYZ -certified products. None of these links provide the product manager with a concise procedure to get an XYZ evaluation started. Some of these links even provide conflicting information, because just as with everything else, XYZ certification process is mired in politics. If they are lucky, the product manager gets a hold of a competent XYZ consultant who walks them through the process. If they are unlucky, they arrive at the wrong conclusion and/or receive bad advice. Since the customer is always right, and for both consultants and labs the product manager pays the bills, these errors might never be corrected.

We can draw parallels between hypothetical XYZ certification and Common Criteria.

Over time the process described above leads to misinformation, unreasonable expectations, and a lot of confusion. If we are serious about marketing CC to anyone at any point, we need to start at producing accessible and easy to understand information.

To begin, we should improve the Common Criteria Wikipedia page. Wikipedia is the default starting point for anyone looking for information, and it is accessible and easy to improve. I strongly believe expanding Common Criteria Wikipedia page is how we can clarify and explain CC to whomever we end up targeting.

Comments: 1 [Add comment](#)



Cross-posting the Marketing CC Working Group Meeting Announcement

Author: Alicia Squires

6/28/2013 3:31 PM

Eric Winterton 1:31 PM Today

BAH

We have chosen Thursday, July 11, 2013 12:00 PM Eastern Standard Time as final option for the "CCUF Marketing WG Kickoff".

The dial in information is:

Telecom 877-885-1087,,,3602515753

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