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CC Marketing White Paper

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Rick West 9:54 AM 8/22/2014
Cisco

Marketing WG Colleagues,

I've uploaded to the documents folder a Common Criteria white paper I've drafted. You can find it [here](#)

The white paper contains material outlined before and during the Orlando WG sessions. I'd like to kindly ask for your review and comment.

Comments and feedback is needed by **COB Friday 8/29/14** to allow for discussion during the Marketing WG session in New Delhi, India.

The goal is to place the document on the Common Criteria Users Forum web site.

Thanks!

-Rick



Ashit Vora 12:04 AM 8/27/2014

Rick quite a well written white paper. I have no comments. That said how is this paper going to be used? Is the plan to distribute it in various forums?



Rick West 2:26 PM 8/27/2014
Cisco

Thanks Ashit

The purpose of this paper was to educate end customers on how the CC evolution adds value, takes less time and is more relevant. It's going to be placed along with other material (CC FAQ and CC Intro) on the [CC Users Forum Web Site](#)

Regards,

-Rick



Axel Rennoch 2:50 AM 8/27/2014
Fraunhofer FOKUS

Dear Rick,

thank you for the paper that provides a very good summary of the CC objectives and key information!

How about including contents from the learning page https://ccusersforum.onlyoffice.com/products/community/modules/wiki/default.aspx?page=CC_learning_resources or a link to this page?

Best regards,

Axel



Rick West 3:36 PM 8/27/2014
Cisco

Thank you Axel, much appreciated.

Regarding your question, I believe the learning page may best belong as a link within the CC FAQ, which I uploaded earlier today. The goal of the whitepaper is more to educate end users on how the CC evolution adds value.

Regards,

-Rick



Shaun Lee 4:45 PM 8/29/2014

Hi Rick,

Pretty good document (I think I've seen a previous draft). I've made some minor edits and added comments using the onlyoffice web editing facility - I don't know if the edits are tracked though!

I think there are a few missing punctuation marks and "that"s (but that could be as US/UK thing), so the final version could probably benefit from a sweep through by a grammar nerd!

Hope you find the comments useful for the meeting in India, have fun!

Shaun



Maureen Barry 4:50 PM 8/29/2014

Oracle

Hi Rick - funny I was looking at this at the same time as Shaun - mindful of today's deadline ;-). The document reads and flows well. I only have one easy recommendation regarding the title - Common Criteria - Areas Improving - should this be Areas for Improvement? Thanks for all your hard work on this.
Maureen



Shaun Lee 5:00 PM 8/29/2014

Great minds Maureen :)

Can you see my edits? I must work out whether there's a feature for tracking changes, and enable it.



Maureen Barry 10:59 AM 9/2/2014

Oracle

Hi Shaun - I see words and some sections highlighted in yellow - ie assurances - not sure that was you?!

Maureen



Rick West 11:20 AM 9/2/2014

Cisco

Hi Maureen,

Yes the highlighted sections indicate comments from Shaun. There's a 'Comments' icon in the left-most margin. By clicking (or by pressing Ctrl+Shift+H) they can be viewed individually,

Thanks,

-Rick



Shaun Lee 2:08 PM 9/2/2014

Good - at least you can see the comments. I think you'll have to dig deeper to see where I actually picked up the courage to edit the text directly. These days I'm so used to editing with changes tracked.



Rick West 7:27 PM 9/2/2014

Cisco

Thanks to all for your comments and feedback to the White Paper.

One item I'm hearing is the paper needs to better indicate it's intended message (i.e. educate end customers on how the CC evolution adds value, takes less time and is more relevant).

With this in mind (and after some cogitation) I plan to add a cover page with the following title:

"Collaborative Protection Profiles: The Benefits of an Evolved Common Criteria Implementation"

I'd appreciate your comment and feedback on this title.

Thanks again!

-Rick



Nithya Rachamadugu 9:36 PM 9/3/2014

DEKRA Certification Inc

Rick,

The proposed title sounds good.

-Nithya



Rick West 7:59 PM 9/7/2014

Cisco

A final draft of the paper has now been [posted](#) to the Documents section.

Regards,

-Rick

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