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## Marketing CC Working Group ⌵

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### Merging this group with "Beyond the CCRA"

Author: Fiona Stewart

4/15/2019 12:29 PM

Since we decided to merge this "Marketing" SIG with the "Beyond CCRA" SIG in Rome, we will start to make that transition. It seems that the two groups are closely linked and the members of each felt that it was more efficient to merge them.

I will soon be adding folks subscribed here to "Beyond the CCRA" and we will review to see which documents etc we need to transfer.

Beyond the CCRA is located here:

<https://ccusersforum.onlyoffice.com/products/projects/tasks.aspx?prjID=517841#sortBy=title&sortOrder=ascending&text=CCRA>

- Fiona

Comments: 0 [Add comment](#)



### Marketing CC as a framework for IoT etc.

Author: Jason Lawlor

1/28/2019 11:39 AM

The nascent usage of CC for non traditional areas like IoT, medical devices and other industry segments is an encouraging sign for the broader adoption of some form of the CC framework.

I think there are opportunities for us an industry to lobby and promote to these sectors and regulators about the usage of CC as a viable assurance toolkit. In my experience, many folks in these industries don't think the CC can be sufficiently tailored to scale and be a cost effective way to standardize product vetting.

Is there an interest within the group to revitalize our efforts to market the extensibility and value of CC for these other verticals?

Comments: 5 [Add comment](#)



### Help to update the directory

Author: Fiona Stewart

2/7/2019 11:41 AM

Our colleague, Kwangwoo, kicked off an effort to provide a directory of resources for the CCUF members.

It is linked from our Wiki and can be accessed directly [here](#):

<https://ccusersforum.onlyoffice.com/products/files/doceditor.aspx?fileid=5986883>

Apart from the obvious chore of keeping it up to date, I would like to work on adding professional consultancy services.

Is anyone up to helping with that? You can edit the file direct.

Such a directory will only be as good as the input it gets...

Best regards,

Fiona

Comments: 1 [Add comment](#)



### Updating our CC FAQ please!

Author: Fiona Stewart

9/12/2018 3:38 PM

Hi everyone,

I recently had a request for our CC FAQ from a university with students interested in CC.

When I reviewed the FAQ document, I found that it has not been updated since 2014. So, I have created a version 2, and at least corrected the now defunct URLs.

Can I please request that if you have some spare time (!) that you please take a look and update the document so that it is in line with the latest CC thinking? I think if we are going to support the academic community, and encourage students to learn about the standards and CC ecosystem that we should provide the best information that we can.

The document is here.

<https://ccusersforum.onlyoffice.com/products/files/doceditor.aspx?fileid=5855188>

Best regards,

Fiona

Comments: 0 [Add comment](#)



### Marketing CC to non-Government Industries

Author: Matthew Keller

1/14/2016 8:00 AM

During the last CCUF Workshop in the UK, the Marketing Working Group held a session and the discussions covered a range of ideas for marketing CC. It was clear from the discussions that the Marketing Group has many different potential audiences and the messages for those audiences vary greatly. The Marketing Group could spend effort to market CC to new nations to join the CCRA, to government End Users to increase the value of a CC certification, to companies in IT Security that are not currently using CC evaluation as a tool, and to new industries outside of the government sector.

I found the last potential audience mentioned above to be particularly interesting. Marketing the value of CC validated products to other industries would increase the potential ROI for all vendors pursuing a CC evaluation. I think there could be significant value to a non-government industry group from leveraging an entire existing evaluation program to provide assurance to purchasers. We need to be realistic in that any of these new industries may need custom SFRs or specific assurance requirements, but the current "tailored assurance" PPs that are being produced by ITC provide a lot of flexibility for using the CC to define new functional and assurance requirements that are needed.

The industries that were mentioned during the workshop were; Finance, Health Care, Automotive, and Monitoring and Sensors (IoT). Many of these industries are at a crossroads where they understand the need for IT security in the products and services but they have not defined a widely used testing or assurance program to provide confidence in the IT security of products. Part of the discussion at the CCUF workshop focused on how the smart card industry achieved such success; with the purchasers understanding and requiring CC evaluation. In the smart card space, both the vendors and a central organizing body worked together to establish CC evaluation as a best practice and then as a hard requirement. Both parties realized that some common security requirements were necessary and the Common Criteria provided the tool they needed. I think it is likely that some of these new industries will see the same value in the CC evaluation program.

The existing Common Criteria standard, evaluation methodology, laboratory infrastructure, and cumulative experience with IT Security evaluations are a great value to an industry group trying to figure out how to provide assurance in the IT security of products. These non-government industries would not have to reinvent the wheel, they could leverage an entire existing testing and assurance program.

So the question I have for this group is what can we do to engage these industries and at least start the conversation about the benefits of a Common Criteria evaluation for product in their industry?

Comments: 2    [Add comment](#)



### CC Marketing White Paper

Author: Rick West

8/22/2014 9:54 AM

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

Comments: 13    [Add comment](#)



### CC FAQ

Author: Rick West

8/27/2014 3:19 PM

CSC has graciously offered a Common Criteria FAQ for the CCUF Marketing WG effort, which I've uploaded to the Documents folder. You can find it [here](#)

Similar to the whitepaper this too will be posted to the CC Users Forum website.

I'd like to ask Marketing WG members to review the CC FAQ content and provide feedback by **Wednesday September 3<sup>rd</sup> 2014**.

Thank you.

-Rick

Comments: 1    [Add comment](#)



### Something to think about ...

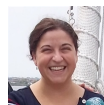
Author: Shaun Lee

8/29/2014 6:33 PM

Current statistics of the membership give less than 1% identified as "End User". even allowing for schemes being proxy end-users ("our customers tell us ..."), the representation is minimal, with the vendors and labs taking the lion's share.

The white paper mentions end-user participation, and them being important stakeholders, so where are they all hiding and how are we going to get our marketing to reach them?

Comments: 0    [Add comment](#)



### Update: Marketing WG November Meeting - With WebEx Information

Author: Alicia Squires

11/22/2013 9:28 AM

Monday, November 25 at 1:30 EST/ 10:30 PST/ 6:30 PM GMT

You are invited to an online meeting using WebEx.

Meeting Number: 203348073

Meeting Password: mktg-nov

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To join this meeting (Now from mobile devices!)  
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1. Go to <https://cisco.webex.com/cisco/j.php?ED=245469237&UID=0&PW=NYzEwOWFhMml2&RT=MIMxMQ%3D%3D>

2. Enter the meeting password: mktg-nov
3. Click 'Join Now'.
4. Follow the instructions that appear on your screen.

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The affected toll free numbers are: (866) 432-9903 for the San Jose/Milpitas area and (866) 349-3520 for the RTP area.

Please dial the local access number for your area from the list below:  
- San Jose/Milpitas (408) area: 525-6800  
- RTP (919) area: 392-3330

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To join the teleconference only  
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1. Dial into Cisco WebEx (view all Global Access Numbers at [http://cisco.com/en/US/about/doing\\_business/conferencing/index.html](http://cisco.com/en/US/about/doing_business/conferencing/index.html))
2. Follow the prompts to enter the Meeting Number (listed above) or Access Code followed by the # sign.

San Jose, CA: +1.408.525.6800  
RTP: +1.919.392.3330

US/Canada: +1.866.432.9903  
United Kingdom: +44.20.8824.0117

India: +91.80.4350.1111  
Germany: +49.619.6773.9002

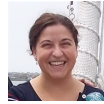
Japan: +81.3.5763.9394  
China: +86.10.8515.5666

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CCP:+14085256800x203348073#

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Comments: 0    Add comment



### Update: Marketing WG November Meeting

Author: Alicia Squires

11/12/2013 4:04 PM

Starting a new thread to make sure everyone saw this:

**Eric Winterton** 4:16 PM Yesterday  
BAH

Very sorry everyone but I have been pulled into a proposal and will not be able to lead the discussion next week therefore I have redone the doodle poll and moved the meeting to Monday 11/25 or Tuesday 11/26. I understand this is the week of Thanksgiving and we do not get enough participants then we will push the meeting into early December.  
<http://www.doodle.com/rp9uzigkyuym3biy>

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