



NEWSLETTER

July 2007

Welcome to the July 2007 Jericho Forum™ Newsletter. It includes items from the Board of Management's monthly Conference Call at the end of June, and from our July 6th Members Meeting. Feel free to share our news with your colleagues. For further information, and to give your feedback, please [email us](#).

1. Updating our Message

Recent discussions with key contacts in the US has given us valuable feedback. We need to take on board some key points to correct myths that are frequently perpetuated about us.

- Misunderstanding what we mean by de-perimeterization. It is too often misunderstood to be a solution or a strategy, whereas our actual message is that it is a trend that has been happening for several years now, will continue to happen, and due to the increasing business demands for greater connectivity over the Internet, is inevitable. It is **NOT** a solution, and neither is it a strategy. It **IS** the problem we are addressing.
- Accusing us of wanting to get rid of firewalls. We do not, and never did, say "take down your firewalls". Firewalls are good - they add defense in depth, which we all believe is a good thing. Our message here is that we must recognize that we have by our own designs we have created significant "holes" in our firewalls at the network perimeter – our Jericho Forum home page explains this - so seriously limiting their effectiveness.

Other feedback included that:

- We are sometimes perceived as a vendor – selling something (de-perimeterization?) – rather than customer-driven.
- We keep talking about de-perimeterization, which we then explain as the problem. Positive messages are much more effective, so we would do better to talk more about solutions rather than dwell on the problem.

This feedback was discussed in our June Board meeting and taken into our July 6th Members Meeting. Members concluded we should revise our key messages in a 1-page summary paper structured under 3 main headings:

- problem & objectives
- principles (commandments)
- solutions set

In the meeting we coined the term "Collaboration Oriented Architectures" (COA) for the solutions set, and we are establishing our "ownership" of this term – see http://en.wikipedia.org/wiki/Collaboration_Oriented_Architecture .



2. Launch of our US Development Program

The Board of Management has contracted US PR firm Trainer Communications to lead a 4-month marketing program aimed at raising our profile and membership in the US marketplace, among product vendors and solutions providers, and also IT-dependent customers. The launch schedule for this program is now underway – with a survey and a series of press interviews.

Our goal is to make the Jericho Forum a force for change in the US IT security marketplace. We want to influence as many as possible of the numerous US supplier companies who have the innovative development expertise that is capable of delivering the security products and solutions we need. The US also has a huge market of customers who we want to influence to demand that their suppliers deliver these new security products and solutions.

3. Fall 2007 Conference in New York City

Our Fall 2007 conference is on September 11th, hosted by InfosecurityNY. The conference flyer is linked to the meeting announcement on <http://www.opengroup.org/jericho/events.htm>. The agenda is almost finalized, and online registrations (www.infosecurityevent.com/JerichoForum) are growing steadily. If you can join us in New York City on Sept 11th, please register, and invite your colleagues to do likewise.

4. Feedback from Security Forum

The Open Group's Security Forum members have provided 6 reviews of the Jericho Forum's published position papers, to evaluate the real requirements in these papers, and to assess the opportunities these requirements provide for updating existing standards or creating new industry standards. The 6 reviews are on Enterprise Information Protection and Control (DRM), Federated Identity, Secure Protocols, Trust, Voice over IP, and Wireless.

These reviews are available from the Jericho Forum Web site "latest documents" area at <http://www.opengroup.org/jericho/protected/>. The published position papers are all available at <http://www.opengroup.org/jericho/publications.htm>.

7. University Courses on Jericho Forum Blueprint?

Last February, in the RSA Security 2007 conference in San Francisco, a member of the Jericho Forum used the term "Jericho Forum blueprint" to characterize the concepts underlying our Commandments (design principles). Since then, several members have expressed interest in promoting a Jericho Forum Blueprint computer science degree course/module. We are asking our academic members for their thoughts on this.