



NEWSLETTER

August 2007

Welcome to the August 2007 Jericho Forum™ Newsletter. In this edition, we look forward to our September 11th 2007 Conference in New York City, the success we are already having from our investment in our US PR Marketing contract, and other press exposure. As usual, feel free to share our news with your colleagues, and [email us](#) with your comments.

1. Fall 2007 Conference – Sept 11th, New York City

Our Conference is being held at the prestigious Jacob Javits Center in Manhattan during day one of the InfoSecurityNY 2-day event. Our thanks go to Reed Exhibitions for being our hosts. We have a distinguished line-up of speakers:

- **Keynote:** 40 Years of Internet Security and the Future for Firewalls - Bill Cheswick (the “father” of the firewall)
- **Myths and Realities about De-Perimeterization** - Paul Simmonds, Global Information Security Director, ICI
- **Security for a Wide Open World** - Joseph Ansanelli, Chief Executive Officer, Vontu, Inc.
- **Analyst View** - Dan Blum, Senior VP & Principal Analyst, The Burton Group
- **Security Architecture Implications of De-Perimeterization** - Carl Ellison, Architect, Microsoft
- **Security convergence: the myth, the truth, the reality** - David Ting, Founder & CTO, Imprivata
- **Understanding Identity-as-a-Service** - Nishant Kaushik, Principal Architect IdM, Oracle
- **Analyst View** - Jeffrey Wheatman, Research Director, Security & Privacy, The Gartner Group

We have over 100 people registered to attend. They include VPs and SVPs of major US customer-type corporations and come from a wide range of sectors. Senior representatives of many vendor-type organizations will also be there.

This event will enable the Jericho Forum to take a big step forward in establishing its presence in the US and we expect to recruit a number of new members as a result. See our Conference Program at <http://www.opengroup.org/jericho/fall07flyer4.pdf> – including the full agenda and speaker bios.

2. Our US Market Development Successes

In the July 2007 Newsletter we reported that the Board of Management had contracted US PR firm Trainer Communications to lead a marketing program aimed at raising our profile and membership in the US marketplace:



- to influence the numerous innovative US supplier companies who have the development expertise capable of delivering the security products and solutions we need
- to involve the huge market of US customer businesses in shaping our calls that suppliers deliver these new security products and solutions.

We are very pleased to report that in less than 2 months, Trainer have demonstrated impressive success. As a result of interviews which Trainer Communications has arranged with Jericho Forum members Paul Simmonds and John Meakin, as well as the press pitch and press release, the Jericho Forum survey has already received three original pieces of coverage in Dark Reading.com, a top US security news website, Baseline magazine on the blog written by editor Deborah Gage, and United Press International (UPI) – a newswire (similar to Reuters/ AP) used by major press across the US.

Trainer provided a photo of John Meakin to Bank Security News, following his interview with editor Steve Marlin. Additionally, Information Security editor Michael Mimosa is expected to write an article following an interview with Paul Simmonds. John talked to Michael Dumiak of U.S. Banker this week, and Paul also interviewed with Scott Berinato of CSO magazine - both are expected to publish press articles, as is eWeek's Brian Prince who interviewed John last week. Neal Weinberg of Network World has requested an interview with John and Paul at InfoSec New York.

We also received many postings of the Jericho Forum press release prepared by Trainer, including in quality press outlets - Forbes.com, Yahoo Finance, Silicon Valley Business Journal, The Dallas Morning Times, ZDnet, Web Services Journal, (and all the syscon.com publications), the Business Journals, Banker & Tradesman. KRON, LA Times, Market Watch, Tec Trends, San Francisco Times, Web 2.0 Journal, Miami Today, KTVO and others. We also have a Computerworld article by InfoWorld's Matt Hines quoting Paul on the advancement of SaaS. In addition a number of interviewed reporters have expressed interest in potentially attending InfoSec.

CIOs: ID Management, Authorization Are Key - Dark Reading.com, August 28, 2007
http://www.darkreading.com/document.asp?doc_id=132568&WT.svl=wire_4

Corporations Demand Better Cybersecurity - Security Flaws, Friday, August 24, 2007
http://blog.baselinemag.com/security/content001/security_flaws/corporations_demand_better_cyber_security.html

UPI: Tuesday, August 28, 2007,
http://www.upi.com/International_Security/Industry/Briefing/2007/08/28/jericho_plans_for_prime_ter_erosion_/9737/

Infoworld: Security SaaS maturing fast - Matt Hines, August 22, 2007
http://www.infoworld.com/article/07/08/22/Security-SaaS-maturing-fast_1.html

We must acknowledge in particular the essential contribution from our board members John Meakin (Standard Chartered Bank) and Paul Simmonds (ICI) who have made themselves available for numerous interviews with US journalists and analysts, and also to Chris Parnell (Director – Membership & Services, The Open Group) who has managed our contract and communications with Trainer Communications.



3. Jericho Forum in the Press

Apart from the extensive press coverage we have achieved as a result of our investment in our US Marketing program, we're sure you will be aware of the recent press coverage on Paul Simmonds observations on Voice over IP (VoIP), following announcement of an eavesdropping vulnerability. There are too many articles to reference here, so here is just one – from ZDNet:

<http://news.zdnet.co.uk/security/0,1000000189,39288928,00.htm>

Since Paul's remarks on VoIP have been quoted a lot, and there have (inevitably) been a few negative responses, here are supportive articles which make useful background reading:

"Open Source VoIP on Campus" parts 1 and 2:

<http://www.linuxinsider.com/story/59076.html>

<http://www.linuxinsider.com/story/59104.html>

These articles strongly support our VoIP position paper, available from

<http://www.opengroup.org/jericho/publications.htm>

and add suggestions on some areas for future research.

4. Updated Jericho Forum Brochure

We now have an updated Brochure, which we hope you will point to when recommending further reading about the Jericho Forum:

<http://www.opengroup.org/jericho/publications.htm>