



NEWSLETTER

September 2007

Welcome to the September 2007 Jericho Forum® Newsletter. In this edition, we bask in the success of our September 11th 2007 Conference in New York City and the associated success we are already having from our investment in raising our profile in the US marketplace. As usual, feel free to share our news with your colleagues, and [email us](#) with your comments.

Jericho Forum Fall 2007 Conference @ Infosecurity NY– Sept 11th, New York City

Our Conference was held at the prestigious Jacob Javits Center in Manhattan, during day one of the big InfoSecurityNY 2-day event. Our thanks go to Reed International for hosting our Conference. We had a distinguished line-up of speakers, including a keynote from Bill Cheswick, and presentations from 2 leading analysts – Dan Blum from The Burton Group, and Jeffrey Wheatman from the Gartner Group, as well as from our Board Member Paul Simmonds and major vendors:

- Steve Roop, VP, Vontu
- Carl Ellison, Microsoft
- David Ting, Imprivata
- Nishant Kaushik, Oracle

Our distinguished audience of over 80 included many CxOs, a senior reporter from the New York Times, two reporters from Network World, a further two reporters from SC Magazine, and a reporter from SC Government Magazine. Articles from both the New York Times and Network World followed immediately, and further influential press coverage has followed and will continue in the monthly technical press. The conference has also attracted attention in a variety of blogs, which seem to have significant influence in the US marketplace. We list a selection of the press and blog coverage below, to give a flavor of the coverage.

The Conference Program/Agenda, Conference Report, and all the presentations, are available at <https://www.opengroup.org/jericho/presentations.htm>

Our US PR company – Trainer Communications – has worked closely with us to achieve this success in raising our profile in the US marketplace. You will recall the Survey they conducted in early August, the results from which they used to attract interviews with reporters from the technical press, and briefings with leading US analysts (highly influential in the US). This resulted in significant press coverage and analyst interest in the lead up to our Sept 11th Conference. At least 3 articles appeared the day before, or the day of, the conference, generating appropriate excitement and the right mindset for the event. These included eWeek, Baseline, and the first of 2 Network World pieces, as well as a discussion with Current Analysis (analyst group).

The tone of the press articles after the conference was greatly more informed and supportive compared to the reserved “let’s see” tone of the pre-conference coverage. For example, Steve Lohr, New York Times, tied the Jericho Forum view to the latest business school model of “open,



extended enterprise” and noted that “the old walled-garden approach to computer security with its firewalls and intranets seem out of step.” – see

<http://bits.blogs.nytimes.com/2007/09/11/the-internet-firewall-rip/>

Ellen Messmer’s 4-page piece in Network World

<http://www.networkworld.com/news/2007/091207-jericho.html?page=1> opens by stating “Life

behind the network firewall sometimes feels like life behind bars when it comes to today’s collaborative e-commerce, which requires the opening of networks to business partners.” In addition, based on what they heard in the Conference, reporters from the following publications requested our PR company to arrange interviews. Our special thanks go to board members Paul Simmonds and John Meakin for handling most of these requests, from which we anticipate supportive articles in:

- SC Magazine
- CSO
- US Banker
- Bank Security News
- Information Security
- American Banker

Further reading:

Network World – Tim Greene, Sept 10, 2007, on the Jericho forum survey:

<http://www.networkworld.com/news/2007/091007-jericho-forum-firewalls.html>

Network World – Tim Greene, Sept 14, 2007:

<http://www.networkworld.com/news/2007/091407-next-generation-firewalls.html>

Daily Incite – Mike Rothman, Sept 17, 2007:

<http://securityincite.com/blog/mike-rothman/the-daily-incite-september-17-2007>

“Crazy Americans still love their firewalls” ... this blog gives insight into reluctance in US perceptions and acceptance of the Jericho Forum’s messages

Kartik Trevedi’s blog – Sept 18, 2007:

<http://ktrivedi.com/2007/09/18/de-perimeterization-of-security/>

... commenting the Jericho Forum’s Web page

Rational Security blog - Chris Hoff, Sept 17, 2007

<http://rationalsecurity.typepad.com/blog/2007/09/the-british-are.html>

Network World – Scott Bradner, Sept 24, 2007: Crustacean security still gets in real security’s way

<http://www.networkworld.com/columnists/2007/bradner92407.html?vo=1001voices1&&nldname=100107voc>

Oracle “talkingidentity” blog – Nishant Kaushik, Oct 1, 2007:

<http://blogs.oracle.com/talkingidentity/2007/10/01#a187>