



NEWSLETTER

December 2008

Jericho Forum published in Financial Times

You probably already know of the high press standing, influence and global reach of the Financial Times - <http://www.ft.com/home/uk>

Just to confirm, bbusiness readership figures for the FT.com are as mightily impressive as you may have estimated:

- Unique Users Daily Averages: 232,293
- Unique Users Total: 5,350,534
- Page Impressions Daily Averages: 1,387,143
- Page Impressions Total: 43,001,437

So gaining visibility in the FT for our future direction represents a huge win for achieving outreach to a huge global readership.

OK – what’s the message on our future direction?
In time-honoured fashion, let’s start at the beginning.

In a discussion on Nov 19th about refining our Jericho Forum “next stage” focus after we launch our full COA Framework in early 2009 – *secure collaboration in the cloud* - our UK PR Agency principal pointed out that in that day’s FT, the Fat’s Digital Business editor Peter Whitehead wrote an article:

The cloud whips up a storm

<http://www.ft.com/cms/s/0/500d197e-b5da-11dd-ab71-0000779fd18c.html>

ending his article:

"The implications are potentially vast, with the easy availability of cheaper, bigger applications opening up new sources of computing power to businesses, for example. But is this a cloud with a golden lining - or a storm cloud? E-mail your verdict to digitalbusiness@ft.com and I'll discuss our joint findings in the next edition."

The members in that meeting immediately liked the challenge to put forward the Jericho Forum’s vision for “secure collaboration in the cloud”. So we took up Peter's invitation, collaborated quickly on creating our response, and 2 days later The Open Group's VP Security - Jim Hietala - submitted it on behalf of the Jericho Forum.



We're pleased to say that on 2nd December in its next Digital Business section, the FT printed our response in full:

Dont cloud your vision

<http://www.ft.com/cms/s/0/303680a6-bf51-11dd-ae63-0000779fd18c.html>

This article represents our current thinking as we plan for 2009 and beyond. We highly recommend you read it.

To ensure continued availability and ease of access to these articles, we have included them in our Newsletter page, so you can also access them at <http://www.opengroup.org/jericho/newsletters/>

As in all our "newsletters", we will welcome your feedback.

More than that - we look forward to your active involvement and contributions towards realising this next stage in our vision and mission. More on this in the next few days, when we report on the good progress in our Nov 28th members meeting on shaping our future direction and plans and how we will continue to lead industry thinking on securing operations in our evolving global Internet-driven world.

Other responses to the original (Nov 19th) FT article

In a review following up his Nov 19th article

Grey sky thinking on the cloud

<http://www.ft.com/cms/s/0/e88b37e2-c0db-11dd-b0a8-000077b07658.html>

Peter Whitehead summarises the responses he received, giving pointers to the more full responses:

- Andrew Scott, a partner at Dickinson Dees
- Jim Hietala, writing for the Jericho Forum
- Russ Daniels of HP

available at www.ft.com/digitalbusiness.

We have also included this article in our Newsletter page, to assure continued availability and ease of access.

Acknowledgements

We are grateful to The FT and Peter Whitehead for raising visibility of cloud issues at so timely a moment for us in his Nov 19th article, and for publishing our response.

We are also grateful to the members and our UK PR Agency who crafted within the tight deadline required our response which the FT accepted for publication.