OASIS Cyber Threat Intelligence (CTI)
Marketing Group Planning Call
6 Oct 2015 Meeting Minutes

ATTENDEES
Twenty-four members and four staff members [1] attended the call.

OPENING REMARKS
CTI is the largest OASIS TC with the most Sponsor level members. All members are welcome in the CTI Marketing Group. Some things we do will have special benefits for Sponsors because the higher Sponsor dues underwrite the cost of marketing activities. The CTI Marketing Group will work in conjunction with the CTI TC—the TC will create or bless any content used by the Marketing Group.

OBJECTIVES
Group discussed how to prioritize our goals and the challenges we face.

- We need to communicate CTI as a revitalized effort. People respect STIX’s dominance, but they’ve been hearing about it for a long time. We need to leverage STIX’s reputation but also generate excitement by conveying the CTI’s new plans for advancing the standards.
- OASIS should play a role in training. We need to educate on two fronts: 1) address how to implement STIX and how it’s being implemented (also could be used for TC recruiting) and 2) explain how/why cyber threat intelligence should be shared.
- Use cases should be a priority. There are a lot of STIX success stories out there. CTI Marketing Group should work to coalesce information, make it easy for people to volunteer use cases into the community. We should seek use cases around different tool sets (open source, platform...). We should leverage use cases in our educational activities—get users to participate in training events and webinars.
- Government endorsement of the standards is important for adoption.
- Europe and Asia are equally important for CTI outreach (in addition to North America).
- Financial sector is the vertical that’s most accepting of STIX/TAXII – but we need more focus on education around different maturity curves.
- Viral marketing should be developed in addition to the usual marketing outlets; we should encourage peer-to-peer outreach.
- Metrics should be part of our marketing plans—we should measure and track spec downloads and/or activity on Github.

EVENTS

- **Borderless Cyber** is an ongoing series of cyber security events hosted by OASIS. The first was held 15-16 Sept 2015 at the World Bank in Washington, DC. CTI members participated in the program and attended the event.
- The next **Borderless Cyber** is planned for Q1 2016 in Europe. Possible venue is the World Economic Forum headquarters in Geneva. More info to follow regarding opportunities for member involvement on Program Committee, Program Chair, and Event Sponsorship.
- OASIS also co-sponsors events and provides program content (workshops, tracks, panels, presentations, Interop Demos and Product Showcases).
Future events under consideration include BlackHat, FS-ISAC Summit, RSA, and the FIRST.org conference. Jane to post calendar of potential events; CTI Marketing Group to provide feedback.

Jane explained differences between Interop Demos, Showcases, and Plugfests. Group agreed we probably have enough vendor interest to do an Interop, and hosting one as soon as possible—with a high profile demo scenario—will help communicate the readiness of STIX/TAXII/CybOX. Bob Griffin offered to send Interop guidelines used by KMIP and PKCS 11 TCs.

Some events have long lead times. To host a CTI Interop at RSA 2017, plans would need to be in place by January 2016.

Members should share recordings/slides from their standards presentations held at various events.

**COLLATERAL**

*Borderless Cyber News*: We’re launching a curated newsletter covering cyber security standardization. It’s not limited to OASIS work—initiatives from any source will be covered—but we will feature STIX/TAXII/CybOX and CTI members as appropriate. The newsletter has three ad positions for Sponsors. Details will be provided.

Badging: ‘OASIS Member’ and ‘OASIS Sponsor’ logos can be downloaded by members. Group to consider creating a ‘We support STIX’-type badge.

STIX/TAXII/CybOX datasheet pdf will be posted to the CTI TC homepage. CTI TC Sponsors are named.

Slide decks: CTI Marketing Group may want to collect slide decks used by members and compile a few versions targeted to specific audiences. Content would need to come from or be blessed by TC.

White papers—some TCs have authored these themselves, other TCs have hired an industry analyst to write a white paper—both are good options for CTI.

**ANALYST AND MEDIA RELATIONS**

Dee to circulate analyst and media lists to members. Suggestions on additions and prioritizations are welcome.

Editors from *Huffington Post, CyberWire, Dark Reading, and InsideCybersecurity* attended Borderless Cyber DC.

Next OASIS CTI press release will announce approval of first versions of specs as OASIS Standards. Sponsor members are quoted and listed in CTI press releases. Contributor members can upgrade at any time, dues will be pro-rated.

Members may issue their own corporate press releases highlighting participation in CTI and OASIS membership. Drafts must be sent to dee.schur@oasis-open.org for approval and fact checking. OASIS will provide executive quotes upon request.

**NEXT STEPS**

OASIS will set up a CTI Marketing Group for members (as a Kavi Group). It will give us all the resources of a TC—email list, doc repository—but it won’t come under the TC Process. Instructions for joining the Group will be sent to the CTI TC list and to attendees of this call.

Initially, the CTI Marketing Group will plan to hold monthly calls and advance work via email.
[1] ATTENDEES:

Bret Jordan
Ron Davidson
Warren Blosjo
Paula Wheeldon
Patrick Maroney
Raymon van der Velde
Patrick McBride
Christina Jasinski
Chet Ensign
Carol Geyer
Jane Harnad
Dee Schur
Sean Barnum
Takahiro Kakumaru
Andrew Storms
Brandon Catalan
Dan Carlson
Bob Griffin
Katherine Harding
Andrew Hoerner
Jani Kenttälä
Chris Kolling
Angela Nichols
Amy Brown
James Graham
Daniel Riedel

Blue Coat
Checkpoint
Fornetix
iboss
Individual Member
Intelworks
isight
isight
OASIS
OASIS
OASIS
OASIS
MITRE
NEC
New Context
Raytheon
Resilient
RSA
Securonix
Soltra
Synopsys (Codenomic)
Threat Connect
Threat Stream
ViaSat
Verisign
New Context