



Corporate Membership *For Small and Medium Businesses*

November 2012

Introduction

Welcome to the Cloud Security Alliance. CSA is a not-for-profit organization with a mission to promote the use of best practices for providing security assurance within Cloud Computing, and to provide education on the uses of Cloud Computing to help secure all other forms of computing. The Cloud Security Alliance is led by a broad coalition of industry practitioners, corporations, associations and other key stakeholders.

CSA has grown tremendously since we publicly launched in April 2009, and we continue to set the pace as the industry leader in research and best practices for developing the trusted cloud ecosystem. Cloud Computing represents the next generation of IT, compute as a utility, with an impact that will prove to be even greater than the adoption of the Internet. Our mission is to serve the entire community impacted by cloud, from providers and customers, to governments, entrepreneurs and the assurance industry. An important part of our strategy is our Corporate Membership program.

Corporate Membership in CSA is the ultimate win-win. Corporate Members can assist CSA and have a tangible opportunity to shape the future of IT through their participation in our research programs. From a practical business perspective, CSA Corporate Members have numerous opportunities to connect with customers, promote their expertise, generate leads and be recognised as industry thought leaders.

Small and Medium Businesses (SMB) now have the opportunity to participate in the CSA Corporate Membership Program through our new SMB class of membership. Available to businesses with annual revenues below € 1.5 ML, the CSA SMB Corporate Membership provides the ideal marketing, research and thought leadership platform for the industry leaders of tomorrow.

Cloud Security Alliance Facts

- Registered in Scotland: SC413149. Registered Address: 34 Melville Street, Edinburgh, Scotland EH3 7HA, United Kingdom.
- Developed first comprehensive best practices for secure cloud computing, Security Guidance for Critical Areas of Focus for Cloud Computing (April 2009, updated December 2010 and October 2011).
- First and only user certification for cloud security, the CCSK (Certificate of Cloud Security Knowledge, September 2010).
- Registry of cloud provider security practices, the CSA Security, Trust & Assurance Registry (STAR).
- Industry-leading security practices, education and tools developed by 20 working groups.
- Selection of CSA venue by White House to announce the US Federal Cloud Strategy in 2011.
- Leadership in developing new security standards addressing cloud computing.
- Trusted advisor to governments and Global 2000 firms around the world. Leading role in the implementation of the European Commission Cloud
- Strategy with the CSA Managing Director EMEA being appointed chair of the ETSI working group on Security.
- Leading role in the definition of European Data Protection compliance mechanisms.

SMB Corporate Membership Overview

- Participation in the CSA small business working group
- Listing as a SMB Corporate Member on the CSA website
- Free CCSK test tokens for 1 employee
- Opportunities to sponsor CSA educational events
- Use of CSA logos and membership affiliation in your marketing collateral and website
- Quotes from national and global CSA experts in your press releases and whitepapers
- Special recognition and collaboration by CSA EMEA National Chapter, where available:
 - Advisory role to the Scientific/Research Committee of the Chapter
 - Corporate logo placed on the web page of the selected national chapter.
 - Chapter will send out materials to members in support of your marketing campaigns
 - Use of the Chapter Twitter account
 - Support of the National Chapter in development of the security content for marketing campaign
 - Priority in the sponsorship of events organised by National Chapter
 - Contribution of the National Chapter subject matter experts for the preparation of documents such as press releases and white papers
- £2,750 / € 3,500 plus applicable VAT annual membership fee (20% discount through 31st December, 2012)
- Companies with an annual turnover of less than €1.5 ML are considered small and medium business under this membership scheme.
- For additional marketing benefits of posting to the CSA Global LinkedIn Group, use of CSA Global Twitter account and posting your original articles in our Blog, please consider the standard CSA Corporate Membership

Research

Get your subject matter experts involved in research activities within CSA, helping build their resume, while getting noticed by other thought leaders.

Also, consider initiating a new research initiative, which can be co-branded with CSA. Corporate Members who identified a critical gap in the industry proposed several CSA key research initiatives, and received special recognition.

Branding with the Corporate Member Logo

CSA's SMB Corporate Members are entitled to use the CSA Small Business Corporate Member logo, which they can post on their website or use with printed collateral. This logo demonstrates thought leadership by showing the industry that you are part of an elite group driving cloud security.

Conference Sponsorship

Corporate Members get exclusive and unique sponsorship opportunities for CSA conferences, which in the past have included such luminaries as Salesforce.com CEO Marc Benioff, former White House CIO Vivek Kundra, former FTC Commissioner Pamela Jones-Harbour and former Symantec Chairman John Thompson.

Website Presence

The CSA website, www.cloudsecurityalliance.org, is one of the industry's most highly trafficked websites dedicated to cloud computing issues. Corporate Members have their logos placed on the site with links to their own website.

Certificate of Cloud Security Knowledge (CCSK)

The industry's first user certification program for secure cloud computing, the CCSK is designed to ensure that a broad range of professionals with responsibility related to cloud computing have a demonstrated awareness of the security threats and best practices for securing the cloud. SMB members receive one complimentary test token each year, allowing one employee to achieve the CCSK designation.

Regional/Local Events

Consider making Cloud Security Alliance the theme of a local marketing or educational event. We will help promote your event, provide CSA presentation materials and regional speakers.

CSA periodically is called on to host cloud security educational events. CSA membership entitles you to introduce the topic and gain visibility for your organisation.

Networking

CSA leadership represents many industry thought leaders who appreciate the support from our Corporate Members. Please do not hesitate to reach out to us to help you network within the cloud security ecosystem.

Signing Up

Please contact info@cloudsecurityalliance.org for details how to sign up as a SMB Corporate Member.