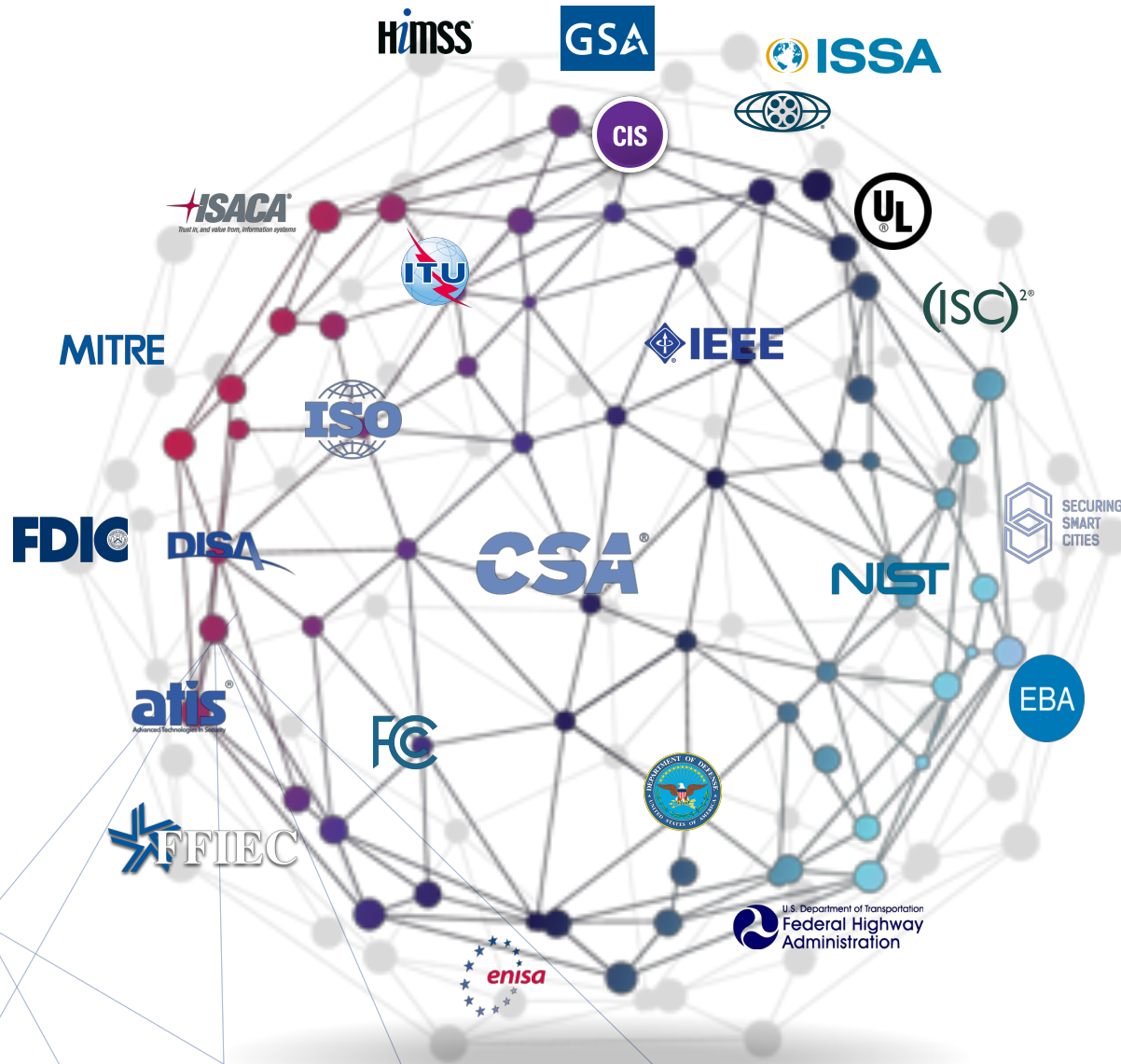




# RESEARCH LIFECYCLE

John Yeoh, Global VP of Research

# Industry Collaboration



Franklin D. Roosevelt

“

People acting together as a group can accomplish things which no individual acting alone could ever hope to bring about.

”



# RESEARCH LIFECYCLE





# PROPOSAL

Cloud Security Alliance initiatives and projects are conceived and proposed through discussions, submissions, and current trends. New ideas are submitted as research proposals to the appropriate working group(s) or CSA executive team for continued development and discussion by members and professionals alike. Research proposals are selected as a consensus by the working group as relevant to the community or industry need. (Typically 1-4 months.)



 **1-4 months**



## 1 SUBMISSION

New ideas or revisions are submitted through various CSA channels by individuals or members of existing CSA Working Groups.



## 2 REVIEW

Ideas are vetted by the CSA Research and Executive team and reviewed by the appropriate working group(s) or select third parties (e.g. Industry Specific Associations, SDO's, Affiliate Partners, Corporate Members) when applicable.

 **DELIVERABLE**

Roadmap



# APPROVAL

Overview of work (working group charter, project plan, roadmap, etc.) is developed or updated by members of the working group and are submitted to CSA advisory groups for review and approval. (Typically 1-4 months.)



 **1-4 months**



## 1 STATEMENT OF WORK

Develop and/or update a working group outline to define scope of work and high level milestones for the proposed body of work.



## 2 EVALUATION

Internal strategic evaluation by one or more of CSA advisory groups and select industry groups.

 **DELIVERABLE**

Acceptance of Charter and Project Plan



# EXECUTION

Research is approved and/or official working group is formed. Appointed leadership carries out research in a collaborative and transparent environment. Plans are developed, and deliverables and key milestones are identified. Meetings are set and research begins. (Typically 4-12 months.)



4-12 months



## 1 CALL FOR CONTRIBUTORS

Determine resource needs and announce a call for participation.



## 4 RESEARCH TOOLS

As appropriate, set up collaboration site, CSA Microsite, and email list for communications.



## 2 LEADERSHIP APPT.

Project roles and responsibilities defined. Subgroups formed if necessary.



## 5 CONTENT DEVELOPMENT

Host calls and working sessions to develop and produce content for deliverable.



## 3 PROJECT PLANNING

Development of work package, references, tools, communication cadence, and platform.

DELIVERABLE

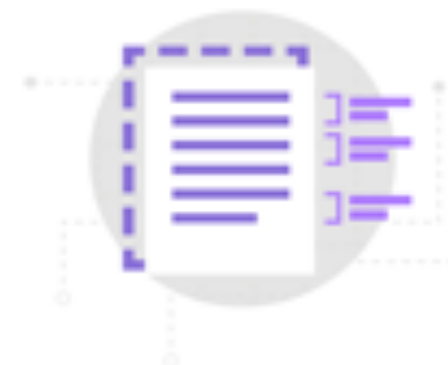
Compiled Draft





# PEER REVIEW

The peer review process will be conducted to include the internal subgroup(s), working group(s), advisory groups, CSA community, and public sources. (Typically 1-3 months.)



 **1-3 months**



## 1 WORKING GROUP PEER REVIEW

Draft of research artifact is sent to the working group for peer review.



## 4 INCORPORATE FEEDBACK

Compilation and deliberation of feedback into research artifact. (1 week minimum)



## 2 CSA PEER REVIEW

CSA peer review from Advisory Councils. Outreach begins for draft review by Marketing and PR.



## 3 OPEN PEER REVIEW

Draft is released to public for industry feedback

 **DELIVERABLE**

Initial Draft



# PUBLICATION

The publication phase involves copyediting, formatting, and final internal review of artifact prior to publication. (Typically one month.)



 1 month



## 1 SPONSORSHIP PROPOSAL

Develop sponsorship proposal (if applicable).



## 2 PRODUCTION

Final artifact is sent to design for formatting, copyediting, and copyright protection. Additional assets are created, if necessary. (Three weeks prior to publication)



## 3 FINAL REVIEW

Final review and approval by Research.



## 4 FINALIZE SPONSORSHIP

Finalize sponsorship and design assets, if applicable. Distribute marketing information on how to maximize alliance with CSA.



## 5 EARLY ACCESS

Share and Distribute to CSA members at least week before Publication date



## 6 DISTRIBUTION PLAN

Publication process to include PR, addressing and target channels for promotion and marketing of release and final updates to prepare for publication. Early access determined for release.

 DELIVERABLE

Final Draft for Release & Publication, Communication Plan





# DISSEMINATION

Promotion and assessment of artifact adoption. (Ongoing)



## Ongoing



### 1 PUBLISH

Artifact posts to standard communication channels such as social, online, and email lists.



### 4 RESEARCH EVALUATION

Review the publication analytics and repeat research lifecycle as necessary to revise and update content. Release new versions of research material.



### 2 PR PROMOTION

Promote through internal and external marketing and PR programs.



### 3 CONTINUED DISTRIBUTION

Promotion through CloudBytes webinar, sponsor-hosted events, speaking opportunities for SMEs, etc.

 DELIVERABLE

Awareness and Performance of Deliverable

# IMPACT OF CSA RESEARCH

