

Corporate Membership for Startup Solution Providers

Seldom has a technology offered more opportunity and more risk than the cloud. Customers are looking for help in securing the cloud. They are looking for you!



You have a vision that your startup will become a dominant market leader. How do you make sure that the industry sees the value in your offerings? How can you stand out from the crowd while engaging industry thought leaders? Go with CSA!

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Few would argue that cloud computing represents the next generation of IT and is likely to prove to be even more impactful than the adoption of the Internet. It is a vast market and shows no signs of slowing down. As revenues rise, more companies enter the field. Solution providers face increasing competition for a slice of the budgeted funds and a place to be heard on how the industry should continue to evolve.

As a startup, you need a venue to learn about latest developments in the cloud and among your fellow providers, showcase your own expertise and good practices to a global marketplace, and connect with users. You need to build your network. Cloud Security Alliance (CSA) is that place. We are the stewards of the global cloud security community and CSA has designed a membership just for startups with our global reach.

Membership Benefits

Through many discussions with solution providers, CSA has learned that there are two primary advantages those companies seek from engagement with a group: connection and knowledge. CSA offers a diverse portfolio of benefits targeting exactly those outcomes.

Connection

In a crowded field, it is imperative to make your company known. As a member, you will have several ways to accomplish that. You will have a global showcase for your services and a classroom to learn more about user needs. You will enjoy a channel to hear about cloud challenges and opportunities experienced by enterprise users. You will engage with other solution providers on the state of the cloud industry. You will have the chance to educate and influence enterprise users on how your offerings can help them meet their business goals. You can also help set the tone for future CSA education and research, so that the topics you and your peers deem important are addressed. Your benefits in this area are:

- **Participation in the Solution Provider Council.**

You can provide important guidance to the Solution Provider Council, which is focused on marketing and educational events, while your company's subject matter experts are invited to advise CSA on its research direction

by suggesting pertinent topics and participating in the research itself.

- **Listing as a corporate member on the CSA website,** one of the industry's most highly trafficked sites dedicated to cloud computing issues. Your logo on the site and your corporate profile in the solution provider directory enable you to present yourself to a global audience.
- **Use of the CSA Corporate Member logo in your collateral material and on your website,** to further make your company known as a thought leader that is shaping the cloud industry
- **Favored access to CSA Security, Trust and Assurance Registry (STAR) offerings.** STAR is the world's largest listing of cloud provider security statements, and is widely consulted by enterprise users for discovering information about potential solution providers. Members receive a premium listing, including their logo to help stand out. offers certification and attestation guidance. Members also receive a 10% discount on the optional STAR Level Two third party audit listings. STAR is the means for securing public notice of your company's good cloud security practices.

Interested in learning more about the STAR program?

Visit <https://cloudsecurityalliance.org/star/>.

- **Opportunities to sponsor CSA educational events.** Members receive exclusive and unique sponsorship opportunities for CSA conferences, which draw a diverse array of cloud stakeholders and media. Members may also sponsor their own webinar through our online webcast channel, CloudBytes.
- **Participation in CSA's social media activities.** CSA's LinkedIn group is a vibrant online forum with more than 90,000 members, growing weekly. As a member, you are invited to join the discussion. Your subject matter experts may post as often as they like; marketing notices are also allowed, but you are asked to limit these to no more than one item per month. As a participant in CSA's LinkedIn group, you will have access to its members—a valuable source for lead generation. CSA's blog features cloud industry leaders and syndicated select entries from other

information security sites. You can become a part of this valuable thought exchange by submitting your own entries or cross-posting from your own corporate blogs. When you couple that with an announcement of your posting to the CSA LinkedIn group, you double your company's exposure. And, members can request CSA to tweet relevant news, blog postings, etc., by sending a request to the Twitter account, @cloudsa—another opportunity to reach a global audience.

- **Speaking and spokesperson activities.** As a thought-leading organization in a highly sought-after field, CSA is frequently asked to provide speakers to industry conferences. CSA often recommends its members for such opportunities—a further opportunity to raise your company's profile. In addition, your SMEs may be asked to respond to the many requests CSA receives from media representatives for quotes, statistics and opinions on cloud issues.
- **Free access to CSA experts.** If your company is sponsoring a webcast, CSA can provide noted industry experts to be part of your speaker roster and will also help you promote the event. If you are hosting a local marketing/educational event, you may wish to consider making CSA part of the theme; CSA can help promote the event, provide CSA slide decks and recommend regional speakers. CSA can provide assistance for your news releases and white papers as well: As a member, you can request quotes from CSA experts and cite CSA research as well (with attribution).

Knowledge

CSA leads the way in cloud-focused knowledge content. As a member, your company can participate in conducting research, thus enhancing the skills of your employees and giving you the opportunity to leverage the results of that research before it is public. Your favored access to certification will ensure your company is supported by employees who are adept in this growing field. Your member benefits in this area are:

- **One free test token for CSA's Certificate in Cloud Security Knowledge (CCSK™).** The CCSK—the first user credential demonstrating awareness of the security threats and best practices for securing the cloud—was named the top cloud computing certification by CIO.com only three

years after its introduction. It was also named the most valuable IT certification in terms of average salary by Certification Magazine in 2016. Having employees on your staff with expertise in cloud security helps assure your current and potential customers of your company's expertise in protecting one of their most valuable assets—their data.

For more information on CCSK, go to <https://cloudsecurityalliance.org/education/ccsk/>.

- **Participation in CSA research.** Your employees' engagement in conducting CSA research helps build their expertise, gets your company noticed by other thought leaders, and assures that your organizational requirements are addressed in evolving best practices and standards for the cloud. You may also wish to consider initiating a new research project, which can be co-branded with CSA, further positioning your company as an industry leader and problem solver. Only corporate members are allowed to chair official CSA working groups.

Want to see what is on the research agenda? Visit <https://cloudsecurityalliance.org/research/>.

- **Startup mentoring forum.** Members are eligible to participate in our twice-annual online forums, hosted by CSA executives and including experts from all stakeholder groups in the industry.

The annual membership fee is US \$2,000. Additional sponsorship and educational services can be added to the base package.

Qualifications

Startup companies seeking to qualify for startup membership must have received no more than \$5M USD in equity financing and have less than \$800K USD in annual revenue. Startup companies can participate in the startup program for a maximum of three years before graduating to standard corporate membership.

Here's How to Join

You can order startup membership for your company by visiting <https://cloudsecurityalliance.org/membership/startup>. Here you can sign up, pay, upload your company logo and description and become enrolled with CSA. If you have more questions about startup membership, please address them to membership@cloudsecurityalliance.org.

About CSA

The Cloud Security Alliance is the world's leading organization dedicated to defining and raising awareness of best practices to help ensure a secure cloud computing environment. CSA harnesses the subject matter expertise of industry practitioners, associations, governments, and its corporate and individual members to offer cloud security-specific research, education, certification, events and products. CSA's activities, knowledge and extensive network benefit the entire community impacted by cloud—from providers and customers, to governments, entrepreneurs and the assurance industry—and provide a forum through which diverse parties can work together to create and maintain a trusted cloud ecosystem.

CSA Milestones

- Not-for-profit association, launched in April 2009
- Issued the first comprehensive best practices for secure cloud computing, "Security Guidance for Critical Areas of Focus for Cloud Computing"
- Created the first and only user credential for cloud security, the Certificate of Cloud Security Knowledge (CCSK), named the top cloud computing certification by CIO.com only three years after its introduction
- Created and maintains the Cloud Controls Matrix (CCM), the world's only meta-framework of cloud-specific security controls, mapped to leading standards, best practices and regulations
- Maintains a registry of cloud provider security practices, the CSA Security, Trust and Assurance Registry (STAR), and offers certification and attestation



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