



Malware, Marketing and Education: Soundbites or Sound Practice?

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Success in the Anti-Malware Industry

Basic necessities:

- Good Technology
- Good Marketing
- Good Support & Aftersales

Is that enough?

Commerce & Responsibility

- Commercial Viability is Paramount
- But AV has never been solely profit-driven
 - Responsibility to the company
 - Responsibility to the community
- Enlightened self-interest in combination with altruism!

Anti-Malware & Education

- Security Community Initiatives
- Security Company Blogging
- Informational Literature

Marketing & Civic Responsibility

Issues:

- Practical
- Strategic
- Ethical



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Altruism in Action?

- Free anti-malware (evaluation, free to consumer, free web scanner)
 - Enhances security of the community
 - Reduces vulnerability of community that aren't likely to buy
 - Build trust in brandname
 - Act as demonstration of core technology



Altruism in Action (2)

- Non-Commercial Products
 - Scientific curiosity
 - Ego gratification
 - Precursor to commercial version or attract funding



AV Responsibility to Community

- Promote own technology
- Raise general awareness

Community Initiatives

- Anti-malware industry (specialist lists)
- Wider security industry (eg Conficker working group)
- Wider security community (ISPs, Law Enforcement, National Security organizations)
- Thought leaders (IT specialists, press and media, relevant industries, education – AMTSO, APWG)
- Whole community – “Securing our eCity”, National Cybersecurity Awareness Month.



Industry Alliances & Conferences

- EICAR
- CARO
- AVAR
- Virus Bulletin
- AVIEN
- WildList Organization
- AMTSO
- APWG



Subscription Models

No-fee collaboration
Not-for-profit subscription
Donated content and resources
Sponsorship



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White Papers

- Conference papers
- Journal and magazine reprints
- High gloss marketing literature
- Product documentation
- Technical papers
- Short overview papers
- Comparative test data
- FAQs



Acceptability in Documentation

- Documentation = Image
- Legality and Litigation
 - Four letter words and innuendo
 - Obscenity
 - Political Correctitude
 - Libel
 - Copyright and Intellectual Property
 - Confidentiality
- Accuracy, professional presentation, policy conformance, targeting and relevance



Blogjammed

- Corporate/Promotional/Press Release
- Informational/Educational
- Accurate
- Professional
- Expert
- Ethical
- Legal



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Informational Content

- Microblogs:
 - Immediate
 - Portable
 - Transitory
 - Quick dissemination of resource information
 - Good for exchange of information

Compare Facebook, LinkedIn etc.

Professionalization

- Review Process
- Proofing Process
- Localization, corporate tone, formatting and conformance with authorities (OUP, CMS)



Conclusion

- 1990s: Community of Vendors, almost a webring.
- 2000s: Introverted vendor sites, but multi-sponsored community projects
- Credit not always given where due



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