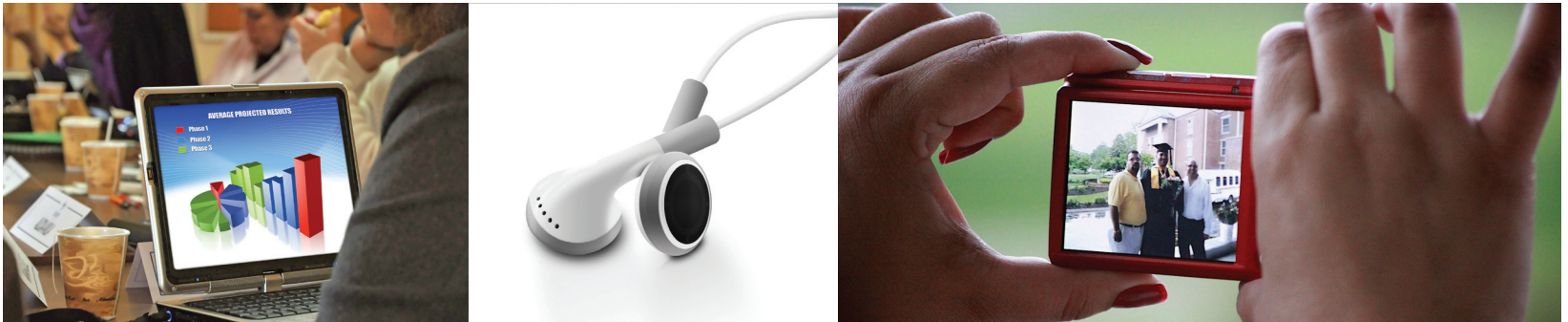


# Webroot: demonstrating its commitment to a quality cloud experience

Certification delivers market differentiation for Cloud Service Provider



## WEBROOT®

### Certification

The CIF Self Certification process enables Cloud Service Providers to demonstrate transparency, accountability and capability to end users in a manner that enables the potential customer to make an informed decision about what the vendor offers. The use of the CIF Certification Mark on a vendor's website serves two clear purposes: it makes a public declaration of professional and commercial intent on the part of the cloud service provider and it provides a visual mark of recognition that engenders confidence in the end user that the organisation is open and professional in its commercial activities.



### Webroot

Webroot is committed to taking the misery out of Internet security for consumers and businesses worldwide. Webroot products consistently receive top ratings by respected third parties and have been adopted by millions globally. With a wide range of online security products for home and office, Webroot protects corporate networks and allows consumers to download music, store digital files, bank, shop, surf and search – safely.

Founded in 1997, the company provides best-of-breed security solutions that protect personal information and corporate assets from online and internal threats. Based in Broomfield, Colo., the company is privately held and backed by some of the industry's leading venture capital firms, including Technology Crossover Ventures, Accel Partners and Mayfield.

### Founder member

Webroot provides Internet security solutions to end users, including consumers, enterprises and small and medium businesses worldwide. Webroot protects individuals and corporate networks from threats such as viruses, hackers, data exposure, spam, spyware, utilising cloud computing power in its security solutions. The company was also one of the founding members of CIF and recently attained Certification to the CIF Code of Practice.

George Anderson, EMEA Product Marketing at Webroot said: "We understand the importance of CIF's goal, which is to assist business users in identifying and investing in secure and robust Cloud services. Webroot aims to stand out from other vendors by providing the best possible Cloud services to end users. The Code of Practice and the Certification process enables professional Cloud Service Providers such as ourselves, to demonstrate with clarity their ethics, practices and processes through an independently recognised and credible body in order to build trust by association with prospective customers which is why we actively undertook the Certification process."



*"This certification further validates our commitment to our customers"*

### The benefits

The Cloud Industry Forum Certification has been developed to enable participating vendors to promote online confidence and trust in their brand to the end user community. By adopting a set of certifiable criteria, the Cloud Service Provider enables the end user to have a transparent view of the vendors business and the type of services and service levels they can expect from them.

George continued: "Vendors verified by the CIF are responsible for adhering to the CIF code of conduct covering following appropriate and secure data processing processes, ensuring robust and quality cloud service delivery and being accountable to customers for quality of service and support."

The CIF has helped Webroot differentiate itself from those lacking the resources and capability to deliver a secure and robust cloud outcome for the business user. The CIF is aiding business' confidence in using cloud applications through educational endorsements and will ensure these organisations have the best chance to maximise benefit and reduce risk in their selection."

"Software-as-a-Service (SaaS) is growing at a phenomenal rate. The Cloud Industry Forum's initiative to assist the customer in identifying and short listing those vendors able to demonstrate a robust, quality and secure cloud service is to be applauded and supported. This certification further validates our commitment to our customers," concluded George.

### About the Cloud Industry Forum (CIF)

The Cloud Industry Forum (CIF) was established in direct response to the evolving supply models for the delivery of software and IT services that has expanded well beyond the traditional on-premise method to one that now embraces hosted and/or, pay-as-you-use Cloud solutions.

CIF's purpose is twofold: To drive a common and public level of transparency about the capability, substance and best practices of online Service Providers (SaaS, PaaS, IaaS, Web hosting providers etc) through a process of Self Certification to a Code of Practice. Second, this Code of Practice, and the use of the related Certification Mark on participant's web sites, will provide comfort and promote trust to business and individuals wishing to leverage the commercial, financial and agile operations capabilities that the Cloud based and hosted solutions can offer. CIF will ensure the integrity and governance of the Self Certification process through regular random audits as well as investigate complaints from parties that challenge any specific participants Self Certification status.

### Certification process

George Anderson states: "When we started the Certification process the demands of external criteria really sharpened our view of our needs. We found a few 'gaps' in the information we needed to supply which not only provided a key incentive to create new materials, but also brought home the reality of what we had and our perception"

"But this was a 'line in the sand' for us as a private company and enabled us to plan for new and future materials, documentation and indeed processes. And yet while we actually discovered we were quite transparent and accountable, we did have to tighten our internal policies and procedures,"

"This was a very positive experience for Webroot, but one that was very intense. I would always recommend that there is an internal champion to own and drive this Certification process and ensure that you have a team around you. As we discovered, documented processes and procedures you think you're following may not in fact have been looked at for a while," he continued.



### The Cloud Industry Forum

Sword House, Totteridge Road, High Wycombe HP13 6DG  
 t 0844 583 2521 e info@cloudindustryforum.org

[www.cloudindustryforum.org](http://www.cloudindustryforum.org)