

Cloud Transparency Initiative

Problem

Small and medium sized businesses have a distinct need for cloud services, but do not possess the knowledge or access to resources in order to safely make use of them. According to a Verizon study, small food and retail companies were common targets of cyber attack.

Pent-up demand — none of the companies we talked to were content with their systems.

Some companies are using effort-intensive techniques:

- pen and paper
- ancient legacy systems
- manual data entry
- struggling with multiple systems

Many companies already outsource their business and IT process:

- IT Service Contractors
- Accountants
- ...but no cloud

All would be willing and able to pay more for a system that works better.

All companies we interviewed had considered moving to the cloud, but all were concerned about the security of these systems.

Finally, in completing our research we discovered that there was no go-to place for comprehensive cloud security info, so companies remained paralyzed.

Process

First, we made contact and interviewed a number of local companies to gauge the severity of need as well as to verify our initial preconceptions of a standard network configuration.

These companies included:

- Fran's Chocolates
- Garvey Schubert Barer Law
- Kisaku
- Mighty-O Donut
- Red Mill Burgers
- Scarecrow Video

Next, we did comprehensive research regarding security vulnerabilities related to local networks, cloud providers, and compliance. In doing so, we referenced a number of sources including research papers, government publications, open-source security collaborations, security publications, corporate security blogs, and material from iSchool security courses.

Once our research was documented, we developed a rubric alongside a questionnaire to conduct a comparison of available cloud providers.

After that, we developed a paper report and an informational website to serve as a resource for businesses to refer to, and to help address their concerns regarding cloud security.



Work	Green Circle	Yellow Square	Green Bar
Logging, & Monitoring	Green Circle	Green Bar	Green Bar
Organization, and Risk Management	Red Triangle	Yellow Square	Green Bar
Control	Yellow Square	Yellow Square	Green Bar
Continuity	Red Triangle	Red Triangle	Green Bar
Responsibilities and Trust	Green Circle	Green Bar	Green Bar
Accessibility	Yellow Square	Yellow Square	Green Bar
Preparation and Strategy	Green Circle	Green Bar	Green Bar

Rubric



Report



What's Next?

Looking forward, we expect to improve upon what we've built thus far and leave a window open for it to continue to improve.

First, we will be evaluating our results' success via survey.

In addition, we will evaluate the cloud space using the evaluation questions and rubric which we developed.

All this will be done with the goal of encouraging cloud companies to be more transparent and responsible.