



**CYBER
THREAT
ALLIANCE**

HOW WE CREATE **UNIQUE** VALUE FOR OUR MEMBERS

CTA's member companies vary widely in terms of their size, geographic coverage, and industry vertical. We recognize this diversity as a strength. Precisely because no two member companies are the same, our membership can collectively bring together different pieces of intelligence to understand the broader picture.



CTA has various membership tiers and partnership opportunities to ensure that we create value across the diverse business models of current and prospective members. Although we require a minimum amount of automated sharing to support CTA's mission, our mix of sharing, collaboration, marketing, and networking activities allows members to control how they derive value from their involvement with CTA.



AUTOMATED SHARING

Through our automated sharing, members are able to securely share, validate, and deploy curated actionable threat intelligence to their customers in near-real time. This threat data is drawn from endpoints, network devices, IoT devices, and ICS. CTA members share around 4.5 million observables per month. Submissions include contextual information, such as first- and last-seen, kill chain phase, ATT&CK TTPs, and affected industry, which allows our members to better understand the threat and action it for their customers. We use a scoring algorithm to verify that members meet a minimum sharing requirement and to incentivize sharing of specific data types. Even our largest members report receiving new IOCs through CTA.

OUR AUTOMATED SHARING IMPROVES VISIBILITY UP AND DOWN THE KILLCHAIN



HUMAN-SPEED SHARING

AVERAGE WEEKLY EARLY SHARES FROM CYBER THREAT ALLIANCE MEMBERS:

2-4

CTA fosters human-to-human sharing of cybersecurity information among our members, strengthening the protection that is available to their customers. This includes early sharing of blog posts and research findings prior to broad publication. CTA also brings together members' threat researchers every other week to discuss trends, highlight upcoming work, and receive briefings. We help members build mutual trust and a habit of cooperation, both of which are critical during significant cyber incidents. CTA can also serve as an information and coordination hub, enhancing the effectiveness of industry response to crises.



CTA also creates value for our members in numerous other ways. One such example is our working groups, which focus on addressing high profile cyber topics (elections, Olympics, threat types, etc.). In addition, we offer value through thought leadership, event opportunities, earned media, and connections with our partners, which include ISACs, CERTs, and other non-profits working to improve the security of the digital ecosystem.

Want to learn more about our mission and how CTA can create value for your company?

Please reach out to us at newmember@cyberthreatalliance.org.