Information Sharing Briefing
Overview

- Why it is Important to Share Information
- Special Emphasis on Cyber Information
- Barriers to information sharing
- When Rather Than If
  - Leadership of Information Sharing Initiatives
- Steps to Promote Information Sharing
Information Sharing – Why it’s Important

- In the late 90’s, the intelligence community began to realize the impact of common and disparate information contained in computer systems, systems that were unable to communicate with each other.
- Primary importance was placed on this topic following 9/11, when failure to share information was cited as a leading cause of the U.S.’s ability to prevent the attacks.
- It is probable that no one agency, organization or company has a complete picture, but separate pieces of information, viewed as a whole, may give a better picture to all.
The need to share information regarding cyber incidents is especially needed because there is no identified “threshold” at this time.

There is no cyber equivalent of “gale force winds hitting the coast, state of emergency declared.” We are still learning potential cause and effects.

Sophisticated, automated log analysis can only augment, not replace, a human network to correlate information.
Barriers to Information Sharing

- Competitive Advantage
- Proprietary information
- Security
- Cultural barriers
- Organization policies
- Financial considerations
- “Need to know” vs. “need to share”
The recruitment of younger workers along with Web 2.0/social media technologies is rapidly changing all sectors' approach to information sharing. It is now a matter of when rather than if the paradigm for information sharing shifts.

Information sharing initiatives include:
- Intellipedia (built on Wikipedia model)
- DoD Techipedia (built on Wikipedia model)
- Diplopedia (built on Wikipedia model)
- A-space (A is for Analyst, built on MySpace and Facebook model)

Most federal agencies, states, and cities now have a presence on social network sites such as Facebook and Twitter.
Leadership of Information Sharing Initiatives

- Information sharing is a mindset, not a technology.
- Senior leadership is responsible for initiatives to foster a culture of appropriate information sharing.
- Obstacles to information sharing should be resolved at the highest levels and expectations communicated throughout the organization.
- Adequate risk analysis is essential to ensure information is shared within constitutional, regulatory and organizational boundaries and security is maintained.
- Information sharing needs, not the technology used, should drive information sharing initiatives.
Steps to Promote Information Sharing

- Open the discussion of information sharing to all. This is a culture change and people need to feel personally invested in the process.
- Foster relationships. It is much easier to share information with those that are known and trusted. Expand and capitalize on existing networks.
- Provide adequate support resources, including:
  - Training in secure data exchange
  - Develop clear guidelines for what to share and the appropriate method to share that information.
  - Incorporate information sharing into job descriptions and performance appraisals.
- Reward good work.