



# Introduction to the CHERI Alliance

**Why / What / How?**

”

**Unite** industry leaders, system developers, users and security experts to **drive and promote CHERI** as an efficient security standard

*CHERI Alliance's mission*

“

## ○ Why a CHERI Alliance?

### ● **Accelerate adoption!**

● CHERI cannot just be a specification

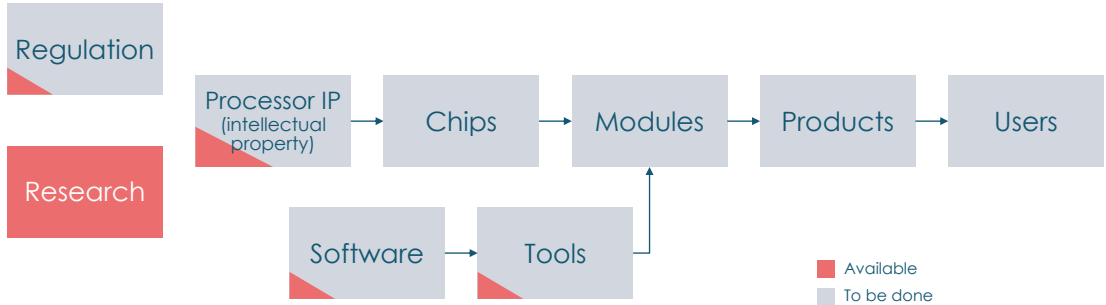
● Need to go further

- Bring an ecosystem together – industry, users, government and academia
- Promotion of security (and CHERI in particular)
- Technical alignment
- Demonstrate industry adoption
- Manage communication / branding
- Educate, support community
- Network

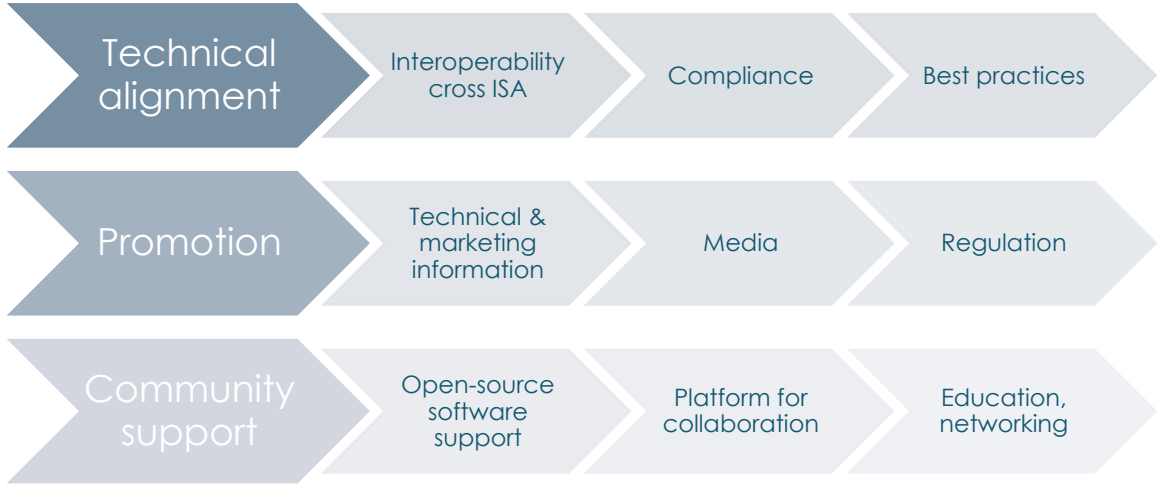
# Getting CHERI adopted

How to stimulate the industry?

Show benefits  
Make it easy to adopt  
Highlight risks (lack of security / upcoming regulations)

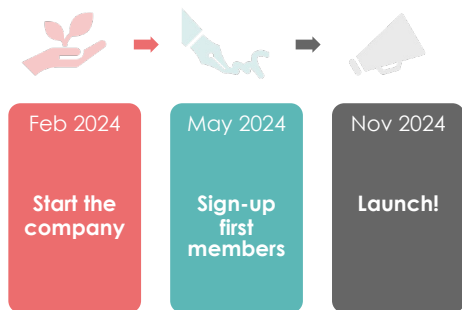


# ○ Role of the CHERI Alliance



## ○ An independent entity

- ISA-agnostic
  - CHERI could be added to Arm, x86, MIPS, RISC-V, ...
- Country-agnostic
  - Initially driven by UK/US, but security is not country-dependent
- Not just one company
  - Need broad industry adoption
  - Need a community
- Manage CHERI brand



# ○ Hosting structure

- **CHERI Alliance** Community Interest Company
  - Limited company – no shares
  - Defined / audited purpose
- **Founding Directors of the CIC**



Mike Eftimakis  
VP Strategy & Ecosystem



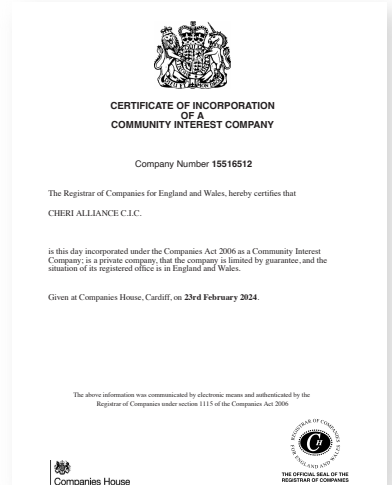
Robert Watson  
Professor



Mike Halsall  
Founder



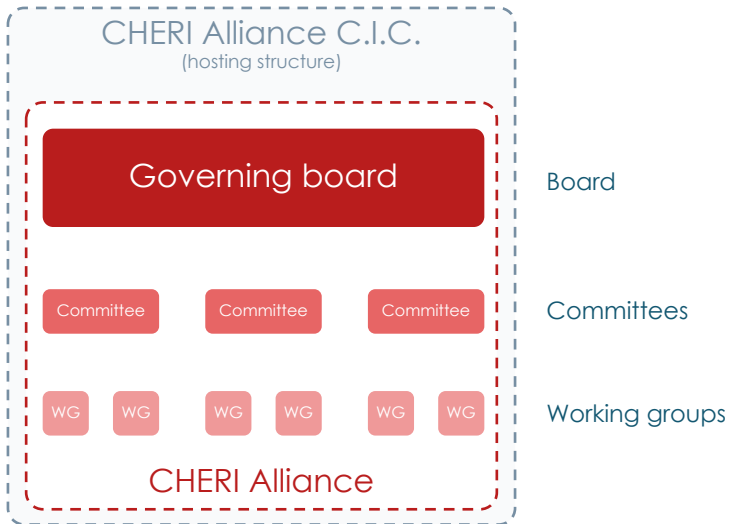
Gavin Ferris  
Chief Executive Officer



# ○ Governance

Members  
(yearly membership fee)

Community  
(free)





# ○ Founding members of the CHERI Alliance



UNIVERSITY OF BIRMINGHAM



UNIVERSITY OF CAMBRIDGE



University of Glasgow

# ○ Governing board

First elections just happened

## Composition

- 7-9 people
  - 1 chair + seats from paying members
  - 0-2 community seats
- Max 1 person per company

## Functioning

- Elected for 2 years
  - Elected by Members
  - Chair elected by board
  - By-election if changes
    - Member company acquired
    - Person leaving Member company
- 1 seat = 1 vote
  - Majority voting
  - Quorum 5 people
- No remuneration

## Role

- Control structure
- Approve new working groups / projects
- Approve major initiatives from committees
- Allocate budget / approve accounts
- Organize referendums

# ○ Committees

## Composition

- Max 5 people
- Max 1 person per company

## Functioning

- Selected by gov board
  - Members propose candidates
  - Chair selected by board
  - By-election if changes
    - Member company acquired
    - Person leaving Member company
- 1 seat = 1 vote
  - Majority voting
  - Quorum 3 people
- No remuneration

## Role

- Propose new working groups / projects
- Propose initiatives
- Manage working groups
- Prioritize work
- Review / approve WG results
- Publish / open results

## Working groups

- Focus on key topics
  - Promotion
  - Software / OS / Tools porting
  - Hardware recommendations
  - ...
- Opportunity to
  - Collaborate and show expertise
  - Learn
  - Network
- Open to all members



Marketing



Technical

Discover all working groups on  
<https://cheri-alliance.org/who-we-are/working-groups>

# Target activities

## Standardization & best practices

- Promote the CHERI specification and align across ISA
- Support CHERI adoption in open-source software
- Focus on efficient implementation and optimization
- Drive standardization, other organizations
- Establish best practices, guidelines, and implementation methodologies

## Marketing

- Advocate for the adoption of CHERI by industry players
- Raise awareness about importance of robust security
- Educate industry stakeholders and regulatory bodies
- Promote and protect the CHERI brand

## Compliance

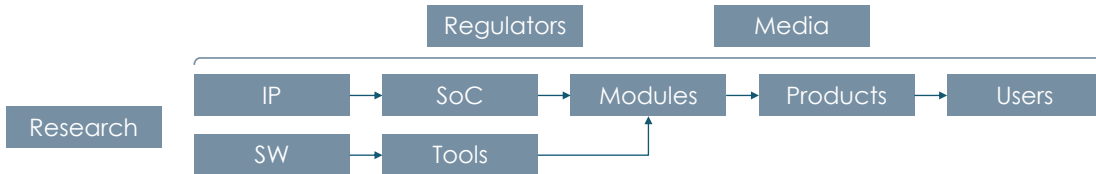
- Develop a compliance program
- Manage testing process
- Manage branding and promotion of compliant products

## Collaboration & knowledge sharing

- Foster collaboration among Alliance members
- Facilitate networking opportunities, conferences, and workshops
- Collaborate with related / complementary security initiatives
- Host SW repositories
- Promote HW reference models

# ○ Audience

Group	Desired impact of CHERI Alliance
Govt / Regulators	Requesting a higher security level in products
End users	Create awareness, pull for CHERI-enabled products
OEMs	Implement CHERI into their products
Tech providers	Release CHERI-enabled products (IP, tools, SoCs, modules...)
SW community	Port software to CHERI, use CHERI features (e.g. compartmentalization)
Media	Create awareness, get visibility
Research community	Get them involved, develop future extensions
CHERI Alliance members	Show leadership, drive CHERI, benefit from networking



## ○ Expected deliverables

- CHERI tech alignment (for all architectures)
- CHERI compliance suite
- Marketing collaterals
- Marketing campaigns
- Education material
- Web site
  - Information / Education / Networking
  - Access to deliverables
  - Ecosystem aggregation (listing players, SW repositories, forums...)
  - CHERI-compliant product listing

## ○ Join the Alliance now!



Demonstrate  
security  
leadership



Network,  
collaborate  
and exchange



Accelerate  
adoption of  
CHERI



Share  
promotion  
costs



Activate the  
community



# ○ Member benefits

## For all members

- Demonstrate security leadership
- Accelerate adoption of CHERI
- Drive alignment of the standard
- Activate the community / share dev costs
- Network and exchange
  - Member-only address book
  - Member-only reports, information
  - Special events
- Show product compliance\*
- Vote in upcoming elections
- Get elected to the Governing Board
- Get involved into committees / working groups

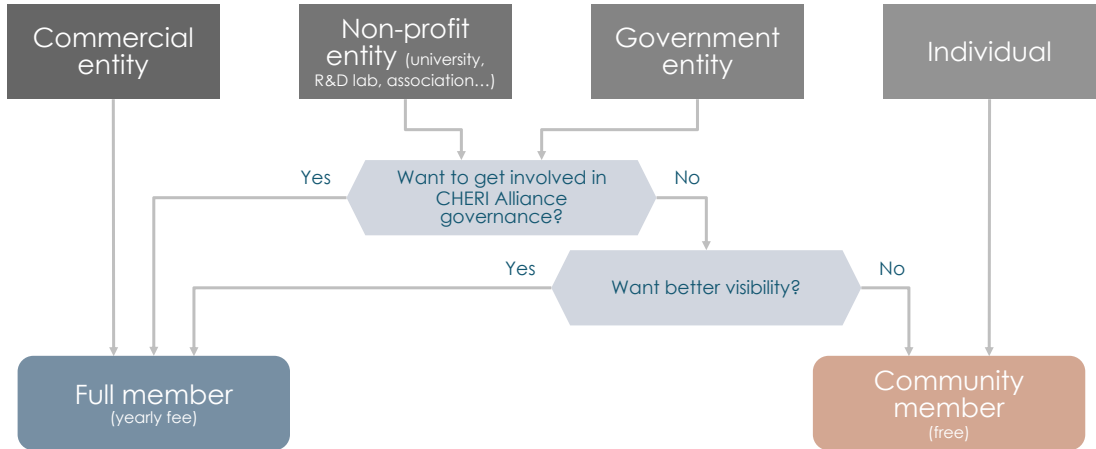


## ○ Example of marketing benefits

- ◆ Free demo pods on the CHERI Alliance booth
  - ◆ Embedded World
- ◆ Web presence
  - ◆ Highlights on LinkedIn
  - ◆ CHERI Alliance Website
- ◆ CHERI Alliance conferences
  - ◆ Talks, demos, ...



# How to decide membership type?



# Membership tiers

	Full Member (mandatory for commercial companies, possible for other entities)	Community (accessible only to non-profit – universities / research / govt / associations / individuals / ...)
Gov board participation	● [7 seats]	● [0-2 seats]
Vote to elect gov board	■ [for member seats]	■ [for community seats]
Committees' participation	●	○
Working groups participation	■	■
Full members benefits (directory, visibility, product listing...)	■	
Cost	Depending on entity size	Free



Micro  
(< 5 p)



Small org  
(< 50 p)



Medium org  
(< 250 p)



Large org  
(≥ 250 p)

- Yes
- Yes, if elected
- By invitation only

## ○ Ensuring sustainable activity

- Use of funds
  - Web site dev & maintenance
  - Marketing activities
  - Infrastructure (hosting, cloud, SW...)
  - Legal & administrative costs
  - Technical conferences
  - Member & Community management
- ... In the future
  - Compliance testing?

- Alliance financed by the industry
- Start-up phase with financial support of



Department for  
Science, Innovation,  
& Technology

## ○ The Alliance relies on members' participation



- Exchange with other experts
- Provide feedback
- Contribute code & content
- Collaborate



- Participate to CHERI marketing
- Publish your CHERI-related news
- Promote / amplify the message



- Get involved in working groups
- Support and educate the community
- Network

No formal obligation...

but the more we work together,  
the more efficient we will be



# CHERI

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# THANK YOU

Contact [contact@cheri-alliance.org](mailto:contact@cheri-alliance.org)

Web [www.cheri-alliance.org](http://www.cheri-alliance.org)