

# CASE STUDY

## JSOF: Ripple20 Vulnerability



Emerging Insider  
Communications



### THE THREAT:

Ripple 20 is a set of vulnerabilities discovered in 2020 in a software library that implemented a TCP/IP stack. The security concerns were discovered by JSOF, which named the collective vulnerabilities for how one company's code became embedded into numerous products.

### SOLUTION:

Emerging Insider helped JSOF at every level of the disclosure process and subsequent exposure, communications and branding.

Our team helped to create the disclosure report and all related informational and brand assets, align with external government, academic and corporate partners, inform global media and journalists. In the end our team helped to share the story, insights, and analysis to the security community while also building the brand of JSOF and their cutting edge research team.

### RESULTS

Ripple20 became one of the most well known and well spread vulnerabilities and still remains spoken about often today. JSOF became known as a leading cybersecurity research organization.

- Over 70 global tier one feature articles and interviews in publications including : Wired, Forbes, Fortune, ZDNet, CNBC, Wall Street Journal, Politico, New York Times, Ars Technica, Dark Reading, ThreatPost, Security Magazine, PCMag,
- 300 differing independent blog and podcast posts helped to spread the word about JSOF and their research on the Ripple20 Vulnerability.
- Secured Interviews, Webinars and speaking engagements at top industry events including BlackHat and Defcon.
- International placements occurred across Japan, China, Korea, France, Italy, Israel, Germany, Spain, Hungary, Poland, Australia, South Africa, The Netherlands, Austria, Brazil, Colombia, Mexico, Israel, UAE, Saudi Arabia and Morocco.
- Developed partnership campaigns with leading cybersecurity organizations including McAfee, Palo Alto, Forescout and Armis.

### EXPERTISE PROVIDED

Disclosure content, asset and report creation

Naming, branding and positioning JSOF throughout the duration of the multiple month disclosure.

Media strategy, planning and outreach to global tech, business, and cybersecurity reporters and producers.

Partnership initiatives across government, academic, and business organizations

Thought leadership content creation

Speakership placement