C768/D339 Task 2 Template

The Benefits of Zero Trust Architecture at eBay

Section A: Executive Summary

In the goal of providing a safe and secure environment for eBay members we identified a need for further securing the infrastructure. Research suggests that a new method of authentication is needed. Zero Trust Authentication will add the layers of protection needed to continue to protect our member data in an ever-evolving threat landscape. This summary provides a brief description of Zero Trust Architecture.

**What is Zero Trust Architecture?**

In 1994 the Jericho Forums began detailing the concepts of Zero Trust Architecture. Zero Trust Architecture is a security framework that requires authentication, authorization, and continuous real-time validation before being granted or keeping access to applications or data on the infrastructure. Zero Trust Architecture postures the organization to be secure beyond the network edge.

**Benefits of Zero Trust Architecture**

When properly implemented Zero Trust Architecture:

* Reduce the load on border gateway firewalls
* Reduce the blast radius of compromised user accounts
* Reduce the reliance on network segmentation
* Reduce overhead for SOC 2 and PCI compliance
* Further reduce the risk created by the mobile workforce

Given the current hybrid workforce created by Covid, eBay is supporting a significant increase in mobile employees. Zero Trust Architecture provides a more inherently secure infrastructure.

Research advocates for the configuration and implementation of Zero Trust Architecture.

**A1. Executive Summary Tone**

The diction is kept semi-formal as this is written for an executive audience. The diction is also pedestrian due to the topics chosen. The executive audience will not need the technical details taken to implement and maintain a Zero Trust Architecture, instead, a high-level overview has been provided.

**A2. Executive Summary Jargon**

The executive summary is addressing senior leadership for a technical department. The department is working to drive the over-all safety and security of eBay, while they are still technical people the use of buzz words and industry jargon is still used, such as “real-time”, “blast radius”. These terms are commonly used while discussing network security.

**A3. Executive Summary Message Timing**

Explain the best time for your audience to receive this summary (message timing), the level of privacy (message sensitivity), and the message classification (who should receive your message).

See **Lesson 3.1** for additional information on Timing, Sensitivity, and Classification

Delivery of the message on Wednesday mornings between 10:00AM and 11:00AM PST would allow for executives to further discuss Zero Trust Architecture while going to lunch with their peers. The information contained in the message is not sensitive as documentation and industry standards have been published on various public facing sites, such as NIST, and Crowdstrike. The classification of this message is internal in nature, this again is industry standard as it is not common place to divulge details of network infrastructure as outside sources are able to leverage these details in a formulated, targeted attack.

**Section B: Press Release**

Write an internal press release that gives your entire organization a glimpse of your topic that contains the following items:

**Headline: eBay To Lead Industry with Zero Trust Architecture**

**Lead-in:**

**Location: 541 eBay Way, Draper, Utah**

**Body:** (Make sure to summarize all key arguments from your white paper)

As a pioneer in the Information Technology industry,

**Contact Information:**

Matthew Lorenzen, eBay Incident Response

[mlore23@wgu.edu](mailto:mlore23@wgu.edu)

1.712.259.2099

**B1. Press Release Tone**

Explain how the audience for your press release affects your tone (attitude or feeling conveyed, such as enthusiasm) and diction (word choice, formality, or purpose for writing) in your press release.

**B2. Press Release Jargon**

Explain how the audience for your press release affects your use of industry jargon and technical information in the press release. (List any terms that are specialized jargon). For each use of jargon or technical term, explain why you did (or did not) include an explanation or definition for your audience.

**B3. Press Release Message Timing**

Explain the best time for your audience to receive this Press Release (message timing), the level of privacy (message sensitivity), and the message classification (who should receive your message).

**Section C: Frequently Asked Question (FAQ)**

Create 3-5 questions and answers that will help answer some of the most common questions associated with your white paper.

**Question:**

**Answer:**

**Question:**

**Answer:**

**Question:**

**Answer:**

**C1. FAQ Tone and Diction**

Explain how the audience for your FAQ affects your tone (attitude or feeling conveyed, such as enthusiasm) and diction (word choice, formality, or purpose for writing) in your FAQ.

**C2. FAQ Jargon**

Explain how the audience for your FAQ affects your use of industry jargon and technical information in the FAQ. (List any terms that are specialized jargon). For each use of jargon or technical term, explain why you did (or did not) include an explanation or definition for your audience.

**C3. FAQ Message Timing**

Explain the best time for your audience to receive the FAQs (message timing), the level of privacy (message sensitivity), and the message classification (who should receive your message) of the FAQs.

**Section D: Sources**

Please provide the full reference list entry for any outside information used in the Executive Summary, Press Release, and/or FAQs documents. Any information you use from an outside source (whether directly quoted, paraphrased, or summarized) should have both an in-text citation at the end of the sentence where you quoted, paraphrased, or summarized, and a reference list entry in this section. A reference list entry should include the following 4 items in this order:

1. Author (or organization as author)
2. Date (or n.d. if no date)
3. The title of the article or book
4. The publication information (if a website, the direct URL link; if a book, the publisher name and city; if a journal article, the name of journal, volume, issue and page numbers and/or the doi link)

**Section E: Professional Communication**

Please review your submission, checking for spelling and grammatical errors before you submit. For more information and help with professional communication see this [Professional Communication Resource](https://cm.wgu.edu/t5/Writing-Center-Knowledge-Base/I-Need-Help-with-Professional-Communication/ta-p/23355).