



(ISC)²[®]

INSPIRING A SAFE AND SECURE CYBER WORLD.





Information Security as Business Enabler

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Mythology

- **Business problem:**
 - I want to expand
- **Vague idea:**
 - I have to be able to move around
 - I need to start by getting out of here
- **Technological solution:**
 - Build wings and fly!



Illustration: Dylan Meconis



[The missing element

- **Security: I need to enable the business**
- **Welcome Risk Management**
 - Visibility
 - Educated guesses
 - Confident decisions
 - Preparation for the “unexpected”
 - Assurance, accountability

Risk Assessment

Risk #1	Mitigate
Vulnerability	Wings can not be used properly if they are too heavy
Threat	Moisture from the sea may wet the wings
Impact	Inability to operate the wings will result in falling to the sea
Control	Do not fly too close to the sea
Risk #2	Mitigate
Vulnerability	Wings can not be used properly if they are too thin
Threat	Heat from the sun may melt the wax and dissolve the wings
Impact	Inability to operate the wings will result in falling to the sea
Control	Do not fly too close to the sun



[The wrong story

- Assess the risks
- Ensure users can not fly too high
- Ensure users can not fly too low
- Design a defence mechanism against bird attacks
- Ensure you do not fly until you are sure the humidity is not too high
- Ensure users will not get too tired

[The right story



✓ Team spirit :

Business cooperation

✓ Proactivity :

Security by design

✓ Respect risk appetite :

Business acumen



[Risk Management

- Mitigate
- Avoid
- Transfer
- Accept

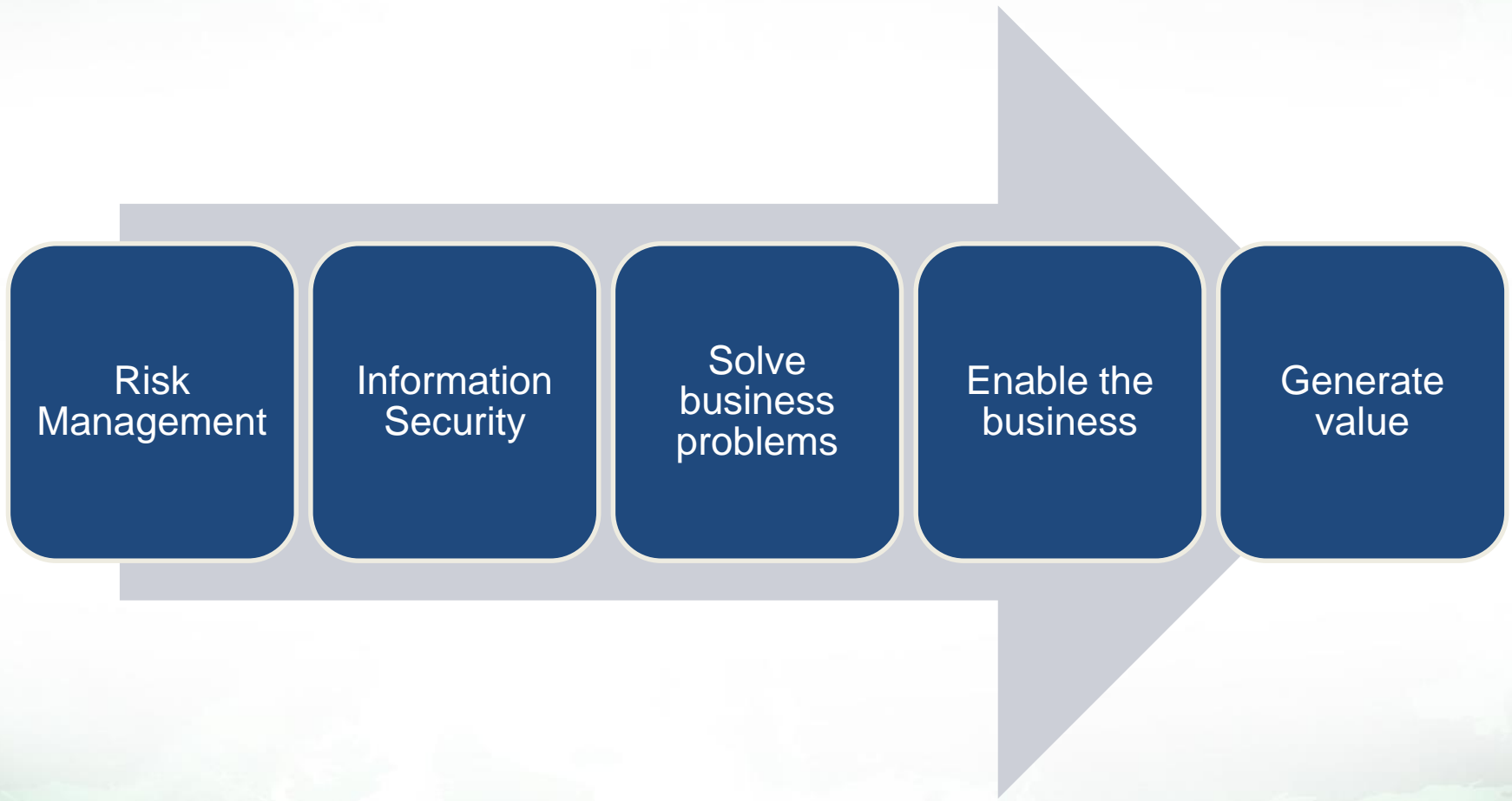
*...sometimes risk
is compensated by
opportunity*

Identity & Access Management

Stakeholder alignment

- ✓ Applications Manager : Overhead
- ✓ Finance Manager : Cost of licenses
- ✓ Human Resources : On board time
- ✓ End users : User friendly
- ✓ Compliance and audit : Efficiency
- ✓ Governance : Transparency

Business enabler



Value generation

- ✓ ISO 27001 certification
 - ✓ Marketing: We have objective proof that we are secure
- ✓ Mobile device management
 - ✓ Enhanced efficiency / faster response on the road
- ✓ VPN concentrators and two factor authentication
 - ✓ Home office and remote workers
- ✓ PCI DSS
 - ✓ Credit card payments

[Game rules

- ✓ Scare tactics : Use scarcely
- ✓ Ask the right questions
- ✓ Provide the right answers
- ✓ Get your numbers straight
- ✓ Talk efficiency improvement
- ✓ Talk value generation



Ask the right questions

Can we afford? Do we want to? Are we ready for?

Get your numbers and story straight!

Motorcycle accident

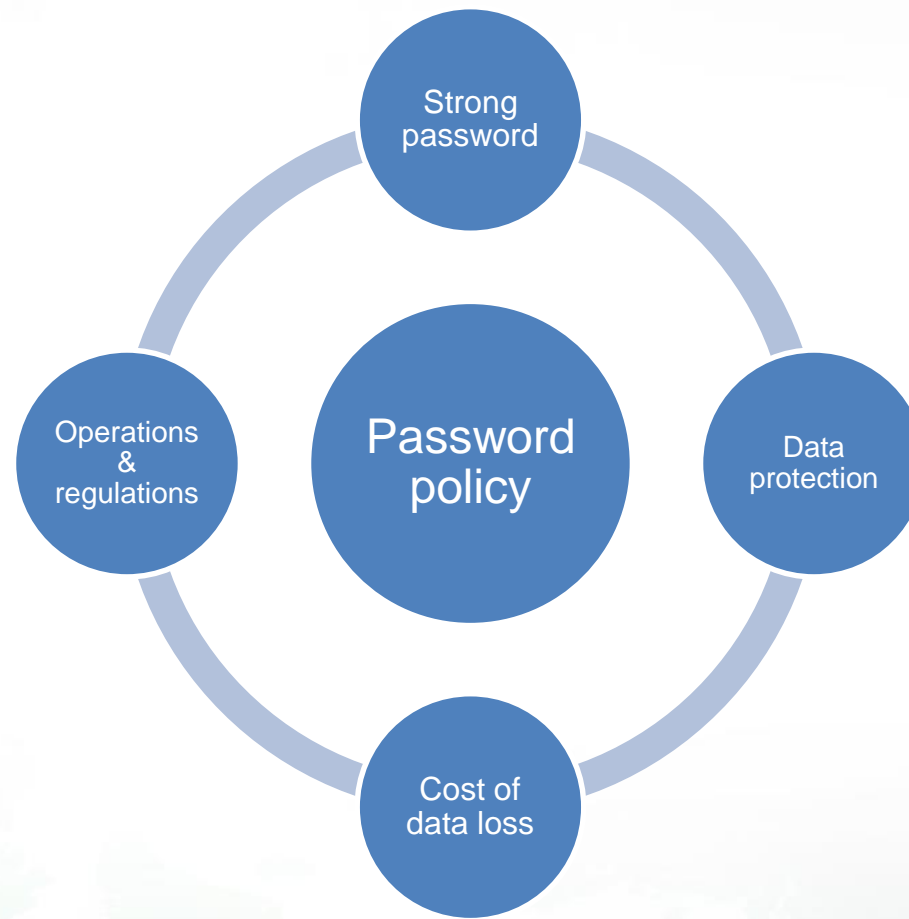
- How big is the motorcycle?
- What is its speed?
- Where are we when it hits us?
- Do we have insurance?
- How old are we?
- How likely it is?



Ask the right questions



Give the right answers





[Get your numbers straight

- ✓ Use known and respected sources
- ✓ Use relevant sources to your industry
- ✓ Use numbers that make sense to what you want to sell

Talk efficiency

- ✓ Time spent in support
- ✓ Time to produce reports
- ✓ More efficient operations
- ✓ Process maturity
- ✓ Use seasonality

Talk value

- ✓ Win new business
- ✓ Meet contractual obligations
- ✓ Improve reputation
- ✓ Intellectual property
- ✓ Protect share price



Get in touch

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