

# Managing Growth and Risk:

## VIOPPOINT's Enterprise Information Security Program

In the evolving digital business environment, every organization is faced with the challenge of managing increasing quantities of data. These challenges are compounded by the complex interrelationship between business process and technology infrastructure. Simply stated...the sheer growth of data creates great challenges for managing and protecting the organization's information assets.

Most organizations lack a defined framework that aligns their security goals with business needs. This challenge is amplified by the projected 3000% growth in data that will need to be managed over the next ten years. Without a defined process to address the threats to information assets, there will be an ongoing struggle (financial and resource driven) to effectively manage the liabilities of protecting organizational data. Additionally, industry and federal compliance mandates have increased resource workload in organizations that must protect personally identifiable information (patient data, customer records, financial transactions, etc). This necessary cost of doing business in an expanding regulatory economy is compounded when organizations maintain inefficient processes and a reactive security posture. From an efficiency perspective, maintaining a reactionary approach to protecting information assets is generally 2-3 times more costly than a proactive approach.

### Security Program Challenges

Resource constraints are often the root cause of struggling risk management programs. While organizations may recognize the need to balance tactical risk management (reactive) with strategic program oversight (proactive), they often lack the internal security expertise necessary to build and manage the program. Specialized subject matter expertise is required to analyze requirements, manage implementations, create security processes, and maintain the program. In addition, the implementation of a sustainable program requires that it be treated as a critical business process. A successful program must have the same structure, approach, and support as traditional business processes like Accounting, Human Resources, and Sales. Ultimately, this type of approach will establish a security program that is aligned with the business goals of the organization.

The threats and risks that organizations face will vary by industry type. However, a common flaw that resource-challenged environments must overcome is managing security in a reactive mode. By leveraging specialized skills to develop and implement an effective security program, organizations will realize the benefits of transforming their security posture from reactive to proactive.

Companies without a defined information security program face numerous challenges for managing threats and risks:

- A study of nearly 1,000 employees that were recently laid off indicate that more than 50% of the employees took sensitive corporate data with them
- Nearly 66% of data breaches included data that managers did not know existed
- Organizations will manage up to 30 times more information within the next ten years
- Information can account for more than 80% of the market value of a company
- More than 25% of all organizations that experience a data breach never fully recover
- Average cost of mitigating a data breach now exceeds \$200 for each client record

## Specialized Expertise

VIOPOINT provides the expertise, tools, program approach, and experience to sustain a cost-effective Security Program that will proactively manage risk...without adding additional resources or technology tools. This approach is based on industry best practices and business concepts. Our Enterprise Information Security Program (EISP) utilizes a proven methodology that manages risk with an outsourced business model:

- Identify individual client risk components
- Develop a detailed strategy to achieve desired risk levels for the organization
- Deliver specific security projects
  - ✓ Manage and deliver on key focus areas (policy, strategy, risk assessments, etc.)
  - ✓ Implement processes for maintenance and continuous improvement
- Manage activities via Enterprise Information Security Program
  - ✓ Online portal
  - ✓ Track program maturity and performance
  - ✓ Track metrics and process improvements.
  - ✓ Provide Subject Matter Expertise, guidance, program oversight

Our approach begins by understanding the current security posture of an organization. VIOPOINT utilizes a best practice maturity model that leverages a customer self assessment survey to compile a composite risk score. This baseline is audited by VIOPOINT and used as the foundation for developing a detailed strategy and plan. As part of the program roll-out, Key Goal Indicators (KGI's) and Key Performance Indicators (KPI's) are established to measure progress and improvements. Aided by these measurement components, the security program now addresses one of the most common program challenges...how to measure success.

## Sustained Performance

A critical success factor in effectively managing security over time is the ability to change the mindset of an organization from event driven goals to process driven goals. Successful security programs are founded on organizational process. To this end, the VIOPOINT approach leverages repeatable processes that are easily incorporated into the operational "fabric" of an organization. From the onset, we focus on a top-down approach that aligns security goals with organizational goals. This framework provides process, structure, and measurement components to enable the program goals and objectives. There are specific benefits that companies realize by implementing a program approach to information security.

- Implementing the EISP components will establish a proactive security approach that delivers long term savings to your organization.
- Establishing meaningful KPI's will help executive management understand the value of invested security dollars.
- Developing sustainable process will help your organization effectively manage risk to support the exponential growth in digital information.
- Aligning the security program with business goals positions your organization to cost-effectively manage risk and support sustained growth.

VIOPOINT's expertise and experience across major industry segments will drive efficiency and help your organization address its security goals.