

Achieving Value & Relevance

Eric Cowperthwaite, Chief Information Security Officer
Providence Health & Services

“They” say to always start with a joke



- A duck walks in to a bar ...



- See, that was a risk management joke!

What Do We Mean By Value?

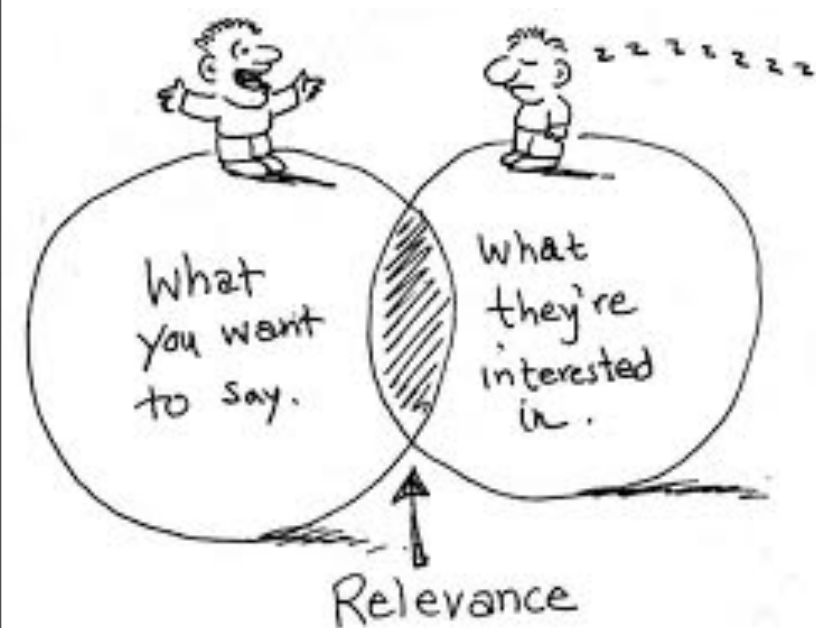
- Your organization measures value all the time



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They have a strategic plan, strategies to achieve it, and performance indicators to know if they are on track. Your business measures value every single day. Are you aligned with how your business measures value? Use example of community charity and security incidents

What Do We Mean By Relevance?



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Relevance when you have the opportunity to talk to Board, CEO, etc are you talking about things that they are interested in?
Talk about risks to success of business, not technology

Remember the Duck Joke?

Risk = Threat



Vulnerability



Fig. 192. Brewster body armor, 1917-1918

Opportunity



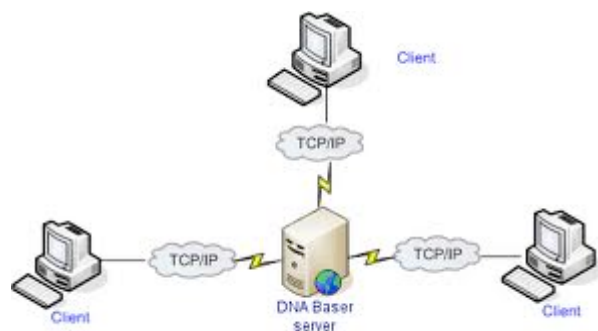
- Is your security activity making sense?
- Do other leaders look at you like you're crazy?
- Execs evaluate opportunity and likelihood.

Are You Lined Up With Today's World?

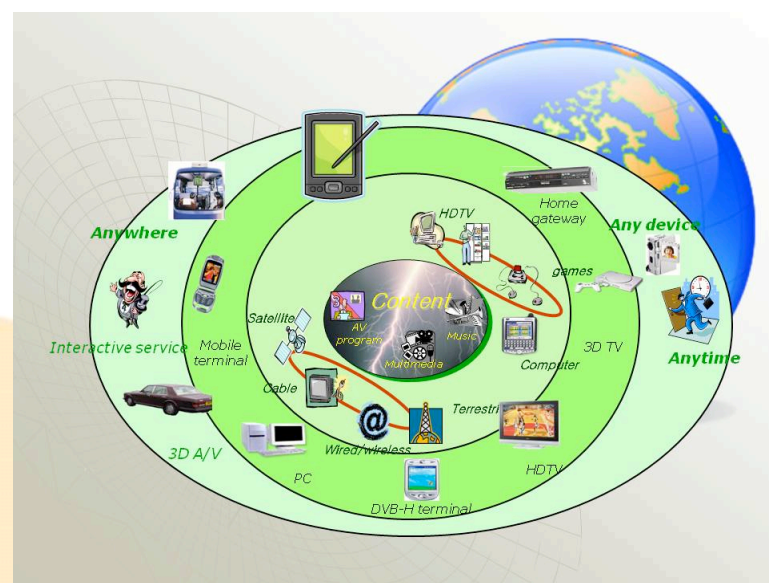
- This isn't the world of ages past



- This isn't even the world of years past

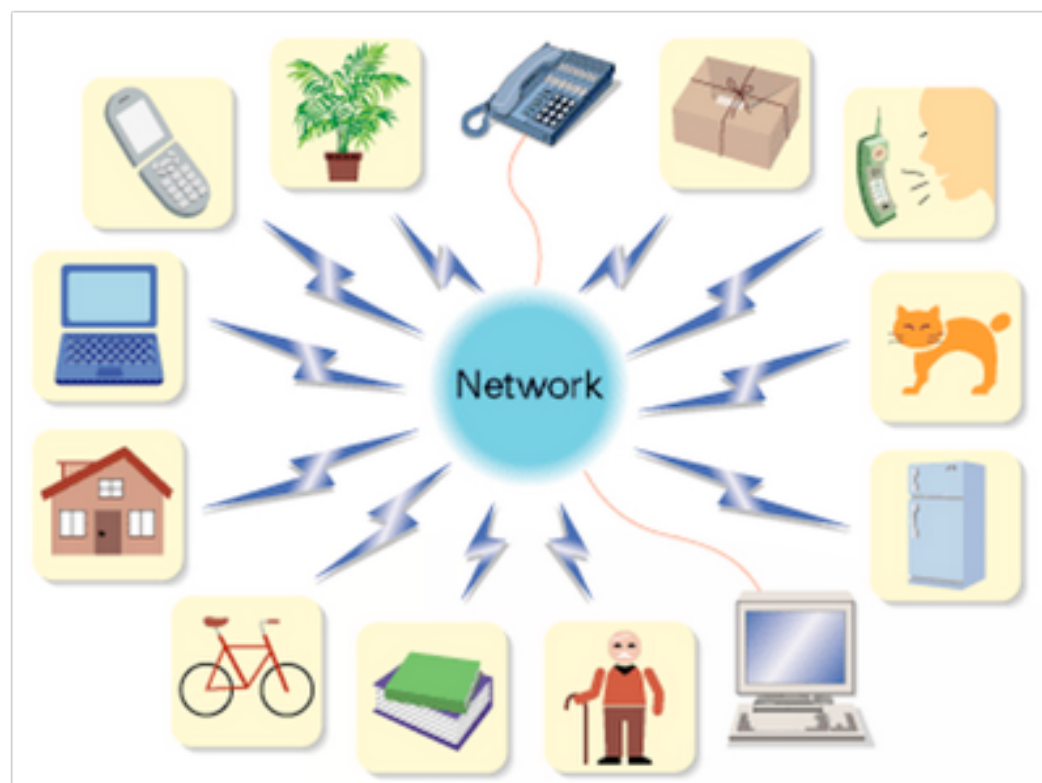


- This is barely the world of today



Why Was That Important?

- Because the world of tomorrow is upon us



- Your business:
 - Is pushing towards it as fast as possible
 - You are standing in their way
 - Not very relevant, are you?

A Slight Digression

- Current approach to InfoSec will be impossible in world of tomorrow



It's not the end of the world, I promise



What's Going On With Your Business



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Transformation - scrambling for markets/customers, unpredictable world, high energy costs
How did we get here - cheap energy, political change (cold war -> GWOT), technology
Replaced by a world of expensive energy, scarce cash, unpredictable politics
Interconnected - no going back, everything is global, technological, connected

The Reality You Must Deal With

- Enterprise IT & InfoSec are a problem



- Your business really doesn't like you

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Enterprise IT/IS lack agility, but cloud, mobile, BYOD are generally agile and easy

Friend of mine describes his CISO as Mordac the Preventer

These things have arisen in response to Enterprise IT/IS

Not aligned with business change cycles

you make it hard to do things

Corporate laptops suck, you won't let them play Angry Birds

Are You Relevant Today?

IT & Security leaders say cloud, mobile, social media are threats, but what do you suppose your biz thinks is their biggest opportunity? And what happens if you are not relevant



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Your business views cloud, mobile, social media as opportunities, places to make money, new customers, capture markets
How many cloud apps and infrastructure is your company running? BYOD? Do you have a mobility strategy? Are you 5 steps behind already?

Talk about what happened at NorTel - security guy pretty sure CEO is compromised, is not able to get anyone's attention

How Can You Get Relevant



It is time to find ways to help your organization embrace the future.

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Streamline vendor checklists, agree to easy ways to do BYOD that are reasonably secure, Cloud apps, facebook, twitter, etc are your destiny

Don't tell anyone I said this, but iPhones are more secure than laptops. Explain why

Talk about the reality of the refrigerator. Time to secure it.

How Will You Add Value?

- Embrace the reality of the future
- Technology and Security are enablers
- So enable your business to succeed
- Some specific things you should consider



How Will You Add Value?

- Identity and Access Governance/Management
 - Right people with the right access
 - Meet an HR Director (short case study)
 - Reduce risk
- Reduce Vulnerability to Attack
 - Where are the crown jewels?
 - How will the bad guy get to them?
 - Reduce Risk

The Executive Elevator

- Imagine C Suite as a crowded elevator
- If you're on the elevator ...



- If you aren't on the elevator ...



Business Leader Reality

- They live in slices of time
 - They run a business
 - Time for you is very limited
- They have an energy Budget
 - Only so much energy available
 - Must decide where to spend energy
- They are riding that exec elevator
 - Doing something new requires good karma
 - Must decide when the timing is right

How Will You Add Value?

- Find out what your boss' objectives are
- Help your boss and other leaders earn their performance compensation
- Show that your activity supports the strategy
- Ride the elevator as a good citizen
- Have a beer with the CFO
- AND ask how to make your activity strategic