

A Global View of a Risky World Through a “cash flow-centric” model

**American Society for Industrial Security (ASIS)
Denver Chapter**

January 18, 2011

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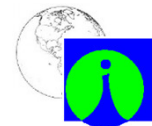
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It's a Risky World

- Global Financial Crisis – 2008 – ongoing
- Human Atrocities – Terrorism - Middle East - Genocide
- Physical Realities – Bird Flu - Health - Famine, - Disasters
- The Unseen – Network Viruses - Hacking - Cyber-Disruption
- Technology – Cloud Computing - “Nanotech”
- Human Error – Privacy Breach - Revenue Assurance - Security Administration - Ethics Compromise
- Human Misconduct – Theft - Info. Disclosure - IP Compromise
- Fraud - Data Corruption - Non-performance
- International Operations – Quantum Increase in Risk
- Crisis Management – WikiLeaks

Velocity and Magnitude - 2011 Risks



Emerging Global Risks

World Economic Forum - 2011

Important Risks

- Macroeconomic imbalances
 - Currency volatility
 - Fiscal crisis
 - High debt load/GDP
 - Emerging economies vs. Mature
- Illegal Economy ~ \$ 1.3 trillion
 - Fraud
 - Corruption
 - Illicit trade
- Water-Food-Energy
 - 50% growth by 2030
 - Climate and environmental pressure

Risks to Watch

- Cyber-security
 - Economic disruption
 - Warfare
- Demographic Changes
 - Aging
 - Entitlement demands
- Resource Security
 - Energy and commodity
 - Supply and pricing
- Global Governance
 - Leadership
 - Balanced power
- Weapons of Mass Destruction
 - Terrorist access
 - Uncontrolled Governments

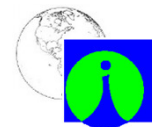
The Ultimate Balancing Game “Risk Management”

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Myths About Risk Management From the C-Suite

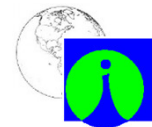
- We're covered (insured) for that!
- We hire really smart people
- We don't need more bureaucracy
- We'll take the risk and work through it
- It won't happen to us



Challenges Faced by The Security Professional

- Risk and Security Professionals Often Discounted
- Seen as an Annoyance or Enforcer
- Funding is Contentious – Often Feels Like a Battle
- Policies Seem Like Rules – Minimal Buy-in
- Management and Employees Lack Support
- Messaging Often Sounds Like Overstated News
- The Outcome – Pressure on Head Count and Resources

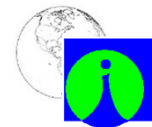
Become a Cash Flow Producer



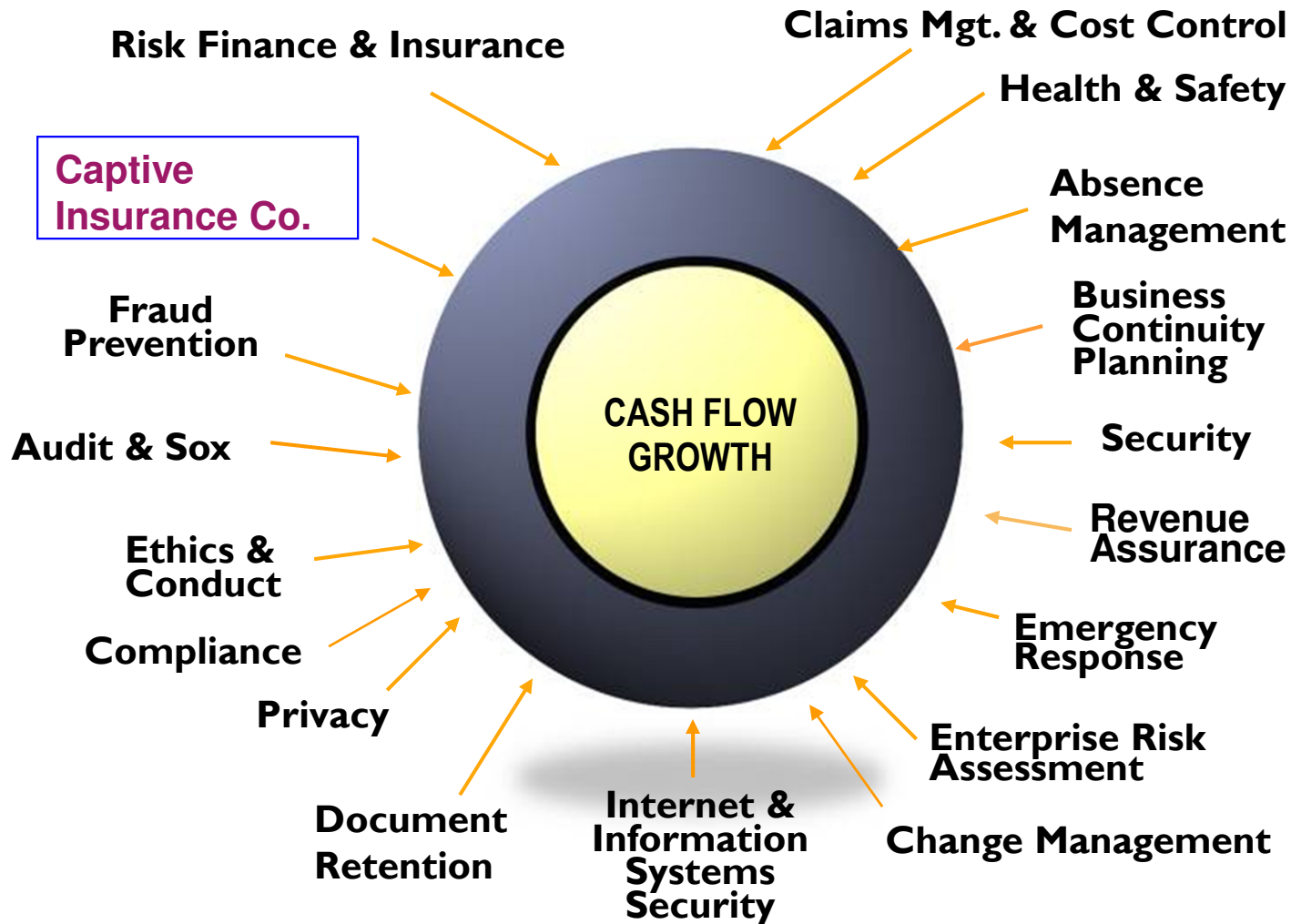
The Business Approach

- Operational approach to Risk and Security Mgt.
- Every decision/issue has a business basis-ROI
- Conduct Cash-Flow Impacting:
 - risk assessment – both revenue and cost opportunities
 - risk mitigation plans – scenario planning
 - nimble response prep. vs. rigid security practices
 - communications, education & performance measures
- Capture results – Let leaders know

Differentiating Impact - Stakeholders



The Business Approach Integrated Risk Management Solution



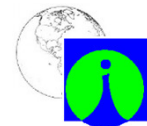
Business Leaders Take Control

- Executive Leadership – Risk, Security & Revenue Assurance
(COO/CTO, CFO, CHO, CMO, CLO)

“Risk Management Executive Council”

- At the direction of the CEO/Board – The Steward is You!
- Five smart people in a room methodology
 - Determines corporate risk priorities
 - Align work efforts across business units
- Establish measurable deliverables
- Track & Report results

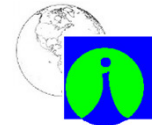
Impact is Cash Flow Improvement



Management Security Tools for Success

- Strong and Clear Code of Ethics/Conduct
- Policies, Education, Standards, Monitoring & Action
- Password Strength and Protection
- All Eyes On – “It’s Our House” - It’s OK to Tell/Ask
- Protect Information Assets as Physical Assets (Inventory)
- Screening New Employee Candidates – Behavior Prediction
- Administer Network Access – Credential Based
- Acceptable Use Policies and Monitoring – Key Strokes
- Predictive Analytics
- International Travel – Kidnap Preparedness
- Supply Chain - Data Connectivity Agreement (DCA)

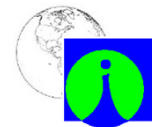
Anticipation and Prevention-Centric Culture



Technology Security Tools for Success

- Firewall and DMZ Architecture
- Password Change Protocol
- Encryption Systems – Virtual Private Networks (VPN)
- Secure Websites and Web-servers
- PCI Standards for Card Processing
- FISMA – Federal Cyber Security
- Auto Back-up of All Data
- Restricted Internet Access
- Controlled Wireless Access
- Controlled Flash Drive Usage & Protection
- Clean Machines – Global Travel

Employee Education-Value of Information Assets



Integrated Risk Management Solutions, LLC

Integrated Risk Management Solutions, LLC delivers an innovative, cash flow generating product based on a proactive, financially motivated and holistic approach to risk management - stressing loss control and prevention. This prevention-centric model changes worker behavior to promote “attention to risk” in every business activity, resulting in direct economic gain. The model creates lasting synergy across corporate functions by integrating the leadership of risk, health, safety, business continuity planning, security, emergency response, information systems security, insurance and claims management, risk finance, document retention, privacy, ethics and code of conduct, fraud prevention and revenue assurance.

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