

Omaha's Cyber Security Forum

Making Information Security
a “business forward discipline”

Current State of Affairs

- Information Security is not delivering the value as promised.
- Traditional approaches do not work.

- Relentless technological arms race



Driving costs higher

- Chasing compliance and hackers



Losing focus on our customers

- Auditors are controlling tactical decisions



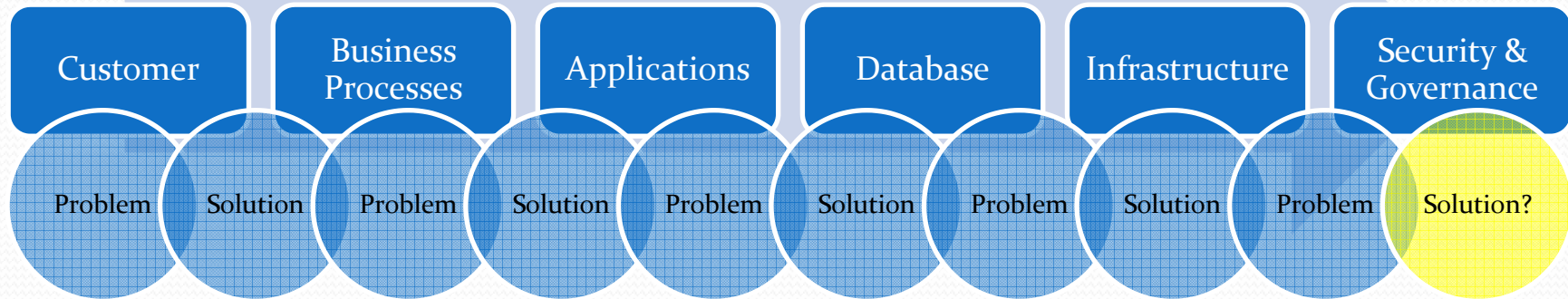
Void of leadership driving strategies



How did we get here?

- We were taught that Security is about confidentiality, integrity, and availability.
- Reality is about the effectiveness, efficiency, and reliability of our business processes.
- This disconnect contributes to the failure to communicate the business value of Information Security.
- Over use of “fear, uncertainty, and doubt”.
- Double-down using the threat of “non-compliance”.
- Communicated (criticize) how unsecure the efforts of others.
- Did not encourage or have an alternative solution.
- Force our colleagues see *their* problems through *our* perspective.

Current World Order



- Customer has a problem, and exchanges their money for your brand's "solution".
- The problem of the business processes are cascaded to applications.
- The cadence of problem/solution ripples through infrastructure.
- Until the value proposition ends at Information Security.
- Information Security is furthest from the customer. Distorts our vision and purpose.



Opportunity for leadership is now!

- Challenge your self -
 - Think of all the technology a company could purchase.
 - Create a list, with a line down the middle
 - On one side, list of all the technology that promotes security features.
 - On the other, list all the technology that does not promote security.
- Which list is longer?
- Which side introduces more volatility in your tech stack?
- This landscape is an indication that there is greater demand for business savvy, security minded technology leaders than ever before!



How to seize this opportunity

Step 1 – STOP CHASING COMPLIANCE!

- Don't ignore, just stop chasing it.
- Chasing compliance doesn't make you more secure
- Chasing compliance is the root cause of the rat race

Step 2 – Understand the “relevance of compliance”

- Noble intentions to serve as your client's advocate
- Good business practices does not require a 3rd party customer advocate.
- Cut out the middle man, and YOU become your client's advocate.
- Understand the implicit contract between your client's expectations and your internal business practices.



How to seize this opportunity

Step 3 – Know the secret behind information security

- Based on your ability to answer three (3) simple questions
- Who has access to what?
- Who should have access to what?
- Who could have access to what?

Step 4 – Develop a strategic roadmap

- Based on predictable disciplines of an Information Security Management Program.
- Implement your strategy using a “Rent > Manage > Own” migration plan vs. a “Build > Manage > Rent” methodology.
- New disciplines require coaching and encouragement.



How to seize this opportunity

Step 5 – Establish consistent tactical principles

- Visibility efforts that provides mutual, long term benefits to both business and security.
- Transparency of effort to drive personal accountability.
- Stop saying “no”. If you don’t have an alternative solution that is live and ready to go; document the risk, accept it, and move on.

Step 6 – Create Partnerships in Business

- Create relationships with key personnel in business operations, finance, legal, human resources...then internal audit.
- Discover the “big rock” issues, then create value added business cases.
- Market your mission as being a value added provider...then deliver!



Wrap Up

- The time and opportunity for making Information Security a *business forward discipline* is NOW!
- Stop forcing compliance, start promoting engagement.
- Server as your client's most trusted advocate within your brand.
- Develop a strategic roadmap based on consistent and predictable security disciplines.
- Create partnerships throughout the business and outside technology.
- Solve business problems that enable better security.

Contact Information



Jeffery M. Sherwood, CISSP
Founder & Principal Security Strategist
jeff.sherwood@sherwoodllc.com
816-977-9653

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Background Information

Jeffery M. Sherwood, CISSP, is the Founder and Principal Security Strategist for Sherwood & Associates, an Information Security and Technology consulting firm in Kansas City, Missouri. For over 20 years, Jeff has dedicated his professional career in helping business leaders be more successful by helping them create and implement sound business strategies designed to remove unnecessary volatility, waste, and inefficiencies for the purpose of driving greater customer and shareholder value.

Mr. Sherwood's time-proven methodology has allowed him to serve his clients as their most trusted business and technology advisor. His contributions to the advancement of Information Security is grounded in a philosophy on focusing on effective and reliable business processes, in contrast to the traditional approaches of chasing compliance or avoiding the uncertainty of indefinable risk scenarios. As a result, his clients are able to excel in advancing their security and compliance postures while driving costs down and leveraging Information Security as a *business forward discipline*.

Mr. Sherwood has also served as a national contributor to the advancement of Information Security. He served on a US Senate Forum for the Department of Homeland Security and Governmental Affairs, which contributed to the Presidential Cybersecurity Policy released in June, 2009. He has also served on the IRS ETAAC Security Sub-Committee as an advisor for the advancement of securing the nation's tax preparation and electronic filing infrastructure, and for the purpose of making policy and program recommendations to the Department of Treasury.

Mr. Sherwood most recently served with H&R Block where he led its Information Security Operations team, and later served as its Principal Security Strategist. As the nation's largest tax preparation company, he was charged with securing the annual collection, processing, transmission and storing of 20 million tax returns, collected from over 13,000 locations, by nearly 100,000 temporary employees. Additionally, Mr. Sherwood has provided secure technology consulting services, security reviews, and strategic planning for many companies, including FirstData, Experian, DST, Valley View Holding Company, The Professional Rodeo Cowboys Association, and others in the non-profit, distribution, healthcare, financial, and energy sectors.