



Strategy, COBIT and Vision: HOW DO THEY RELATE?

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AGENDA

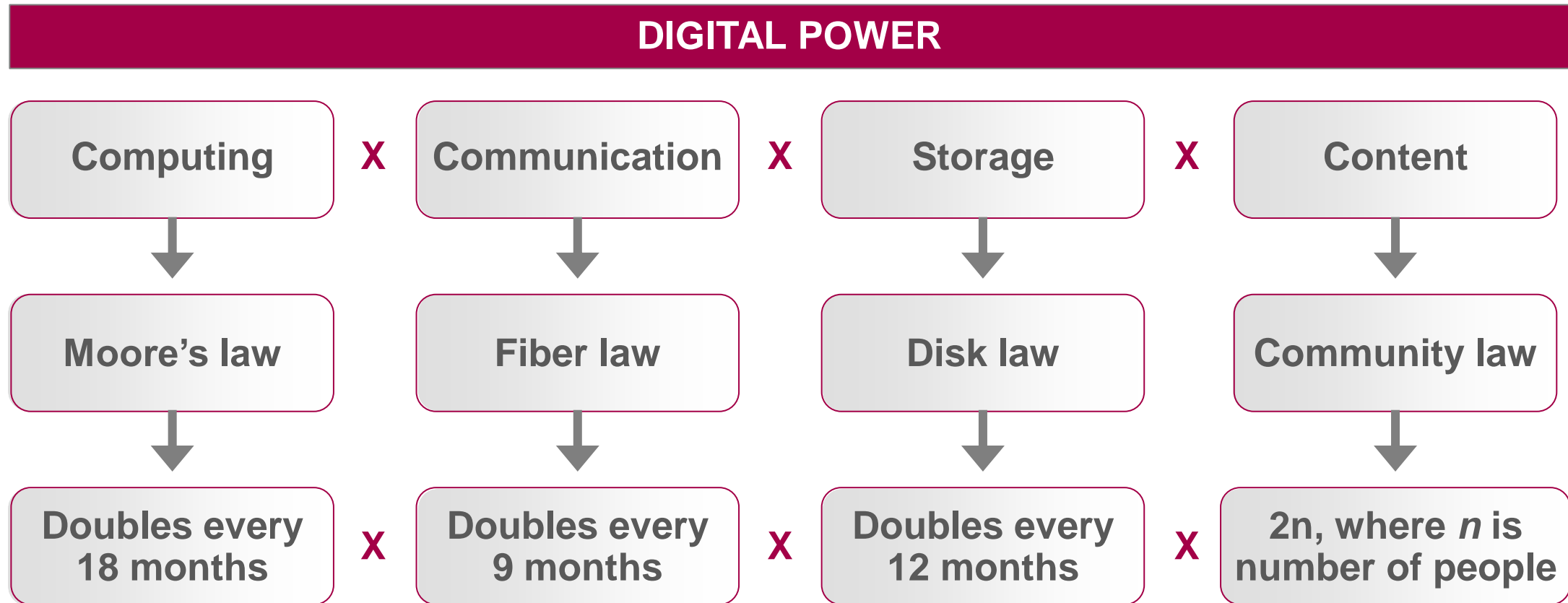
IT's Changing Landscape

ISACA's Response

- Vision and Mission
- COBIT 5
- Strategy 2022

Questions and Discussion

PACE OF CHANGE OF DIGITAL INFRASTRUCTURE



Source: John Seely Brown

WORLDWIDE IT SPENDING FORECAST

(BILLIONS OF US DOLLARS)

	2012 Spending	2012 Growth	2013 Spending	2013 Growth	2014 Spending	2014 Growth
Devices	627	2.9%	666	6.3%	694	4.2%
Data Center Systems	141	2.3%	147	4.5%	154	4.2%
Enterprise Software	278	3.3%	296	6.4%	316	6.8%
IT Services	881	1.8%	927	5.2%	974	5.1%
Telecom Services	1,661	-0.1%	1,701	2.4%	1,742	2.4%
Overall IT	3,588	1.2%	3,737	4.2%	3,881	3.8%

Source: Gartner (January 2013)

OTHER GARTNER PREDICTIONS

- **Technology spend outside IT will become almost 90% by end of the decade.**
- **4.4M IT jobs globally will be created to support Big Data.**
 - \$34B of IT spending in 2013
- **In 2016 > 1.6B smart mobile devices will be purchased globally.**
- **Security investments will increase by 56% in five years.**
 - Driver: Regulatory compliance

WHAT DOES IT MEAN?

- **Information systems environments are continuing to increase in complexity and impact, bringing unprecedented value opportunities along with significant risk.**
- **This requires:**
 - Active governance and management of information
 - Advanced auditing and security approaches

EXAMPLE

- **Securing and auditing the cloud requires good understanding of:**
 - Technologies (web services, virtualization)
 - Related control frameworks
 - Business requirements (linking IT with the business)
 - Legal requirements (data transfer, retention, protection)
 - Contractual agreements (e.g., impeding factors from moving to other providers)

Source: ISACA Cloud Computing Management Audit/Assurance Program

ISACA THEN AND NOW

THEN	NOW
EDPAA	ISACA
IT auditors...	... and risk managers, privacy officers, compliance professionals, information security experts, IT control and IT governance professionals
CISA...	... and CISM, CGEIT and CRISC
IS Auditing Standards...	... and IS Control Standards
COBIT	COBIT 5
7,504 members (y-e 1992)	110,388 members (y-e 2012)

KEY ACCOMPLISHMENTS IN 2013

- The association reached 100,000 full year dues paying members
- The 100,000th CISA was awarded
- We successfully opened our 200th chapter
- Achieved an 83% retention rate on a global basis
- Our CRISC certification won an award for the best professional certification from SC Magazine

VISION AND MISSION

MORE VISION

VISION AND MISSION

ISACA's vision (to aspire to as an organization)

“Trust in, and value from, information systems”

ISACA's mission (to guide decision making and investments)

“For professionals and organizations be the leading global provider of knowledge, certifications, community, advocacy and education on information systems, assurance and security, enterprise governance of IT, and IT-related risk and compliance”

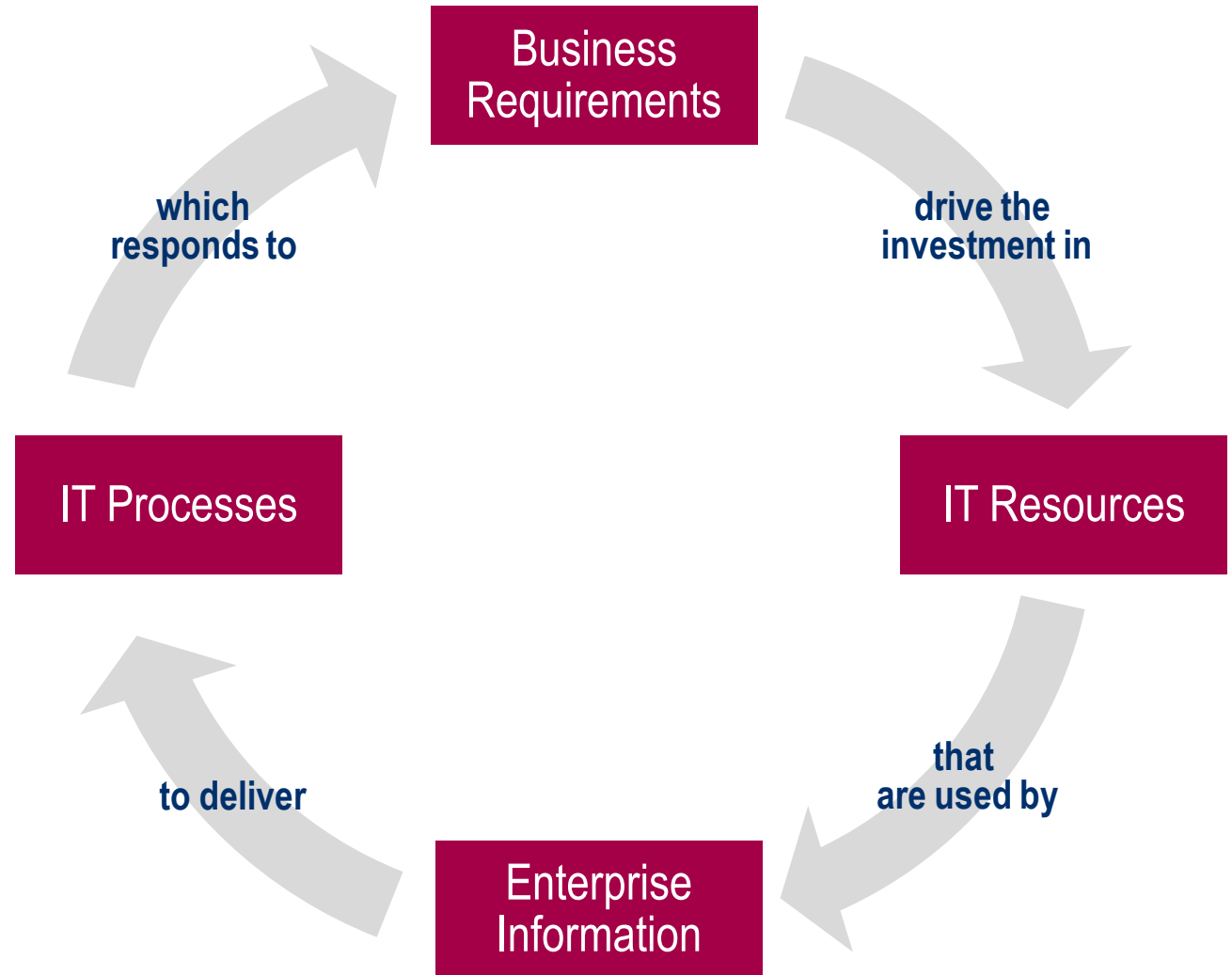
IT VALUE FACTORS

- **Alignment**

- IT and business processes
- Organization structure
- Organization strategy

- **Integration**

- Enterprise architecture
- Business architecture
- Process design
- Organization design
- Performance metrics



VALUE DEFINED (VAL IT)

- **IT is not an end to itself but a means of enabling business outcomes. IT is not about implementing technology. It is about unlocking value through IT-enabled organizational change.**
- **Value is the total life-cycle benefits net of related costs, adjusted for risk and (in the case of financial value) for the time value of money.**
- **The concept of value relies on the relationship between meeting the expectations of stakeholders and the resources used to do so.**

TRUST DEFINED

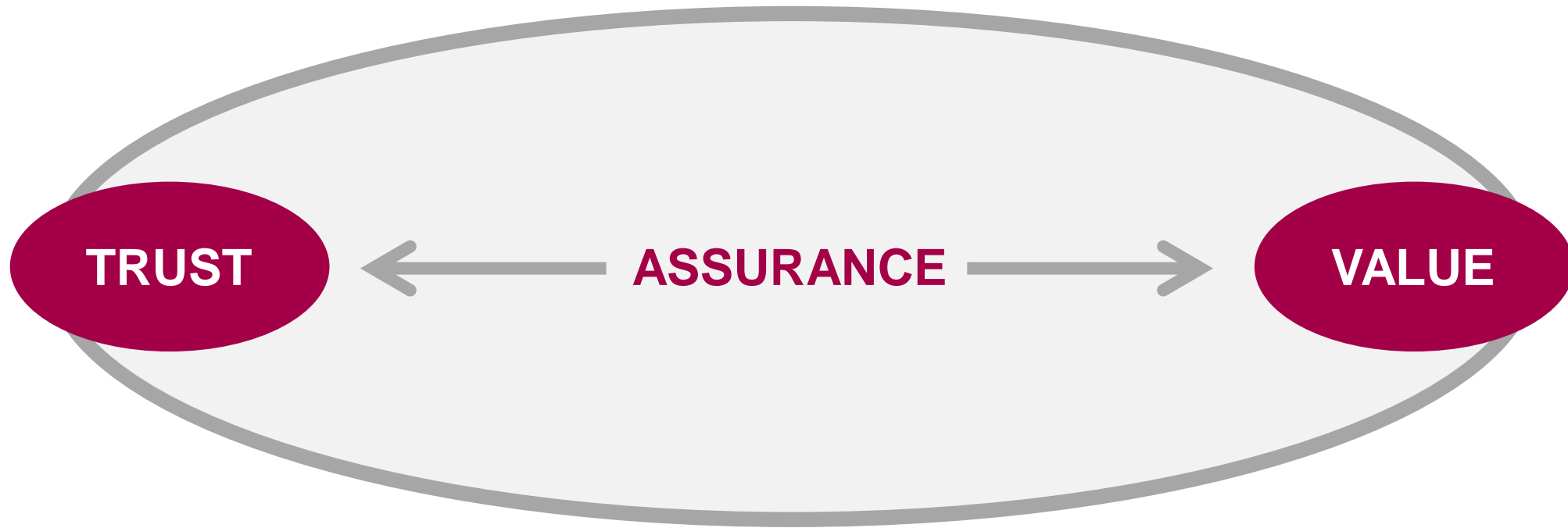
- **Definition 1:** Trust is the ability to predict what a system will do in various situations.
- **Definition 2:** Trust is using an information system without having full knowledge about it.
- **Definition 3:** Trust is giving something now (credit card) with an expectation of some future return or benefit (online purchase).
- **Definition 4:** Trust is being vulnerable (entering private and sensitive information) while expecting that the vulnerabilities will not be exploited (identity theft).

Trust that:

- Private and sensitive information will remain confidential.
- Process integrity is maintained.
- Essential business processes are available or recoverable.



TRUST AND VALUE RELATIONSHIP



**Trust creates the opportunity for Value.
Value is based on an expectation of Trust.
Assurance binds Trust and Value together.**

Governance



Information systems are integral enablers that:

- Achieve an organization's strategy and business objectives
- Provide the confidentiality, integrity, availability and reliability of information assets
- Ensure compliance with applicable laws and regulations

Their criticality brings to the enterprise unprecedented potential for both **value creation and risk (creating the need for **trust**).**

Audit/Assurance



Info Security



Risk Management

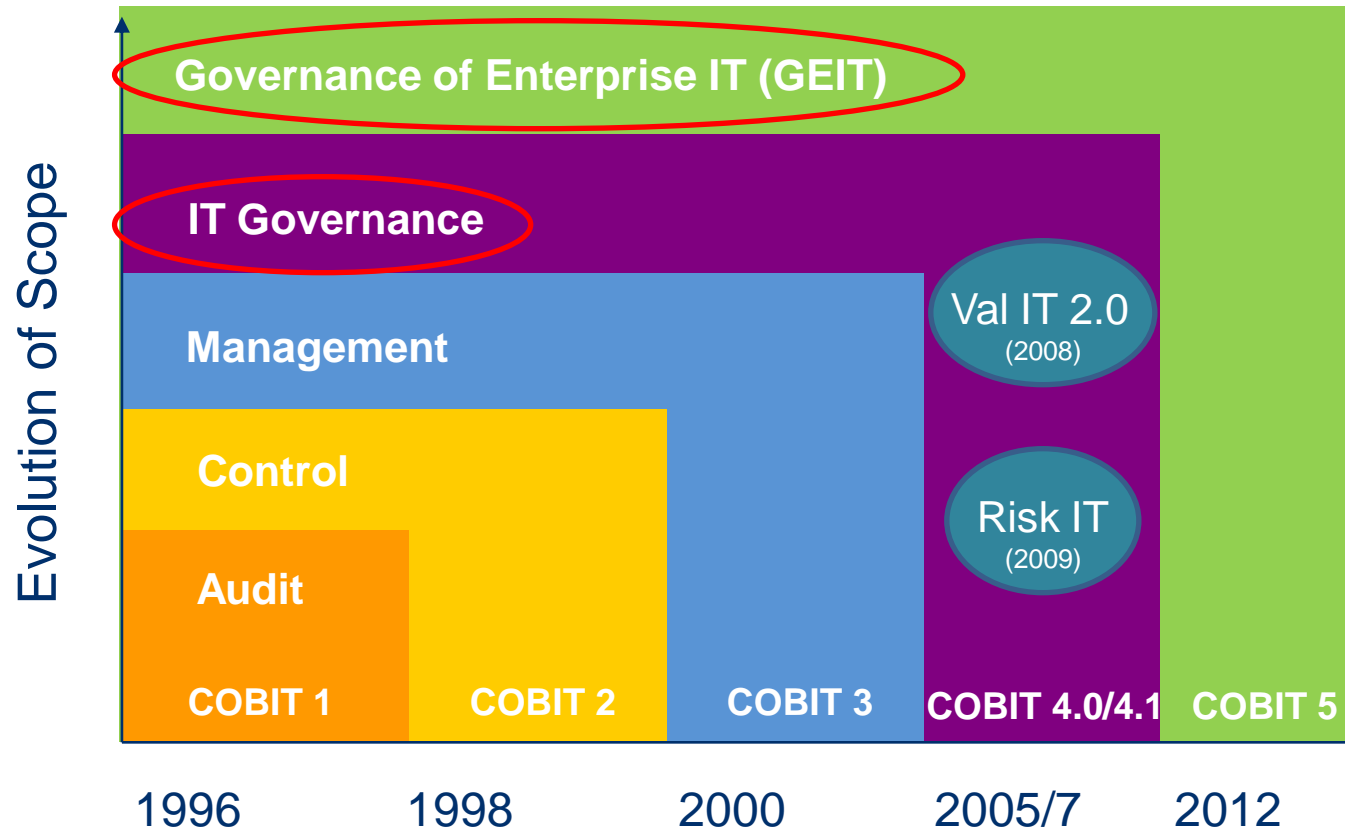


COBIT 5

MORE INSIGHT



COBIT 5: GOVERNANCE OF ENTERPRISE IT



COBIT 5: PRODUCT FAMILY

COBIT® 5

COBIT 5 Enabler Guides

COBIT® 5:
Enabling Processes

COBIT® 5:
Enabling Information

*Other Enabler
Guides*

COBIT 5 Professional Guides

COBIT® 5 Implementation

COBIT® 5
for Information
Security

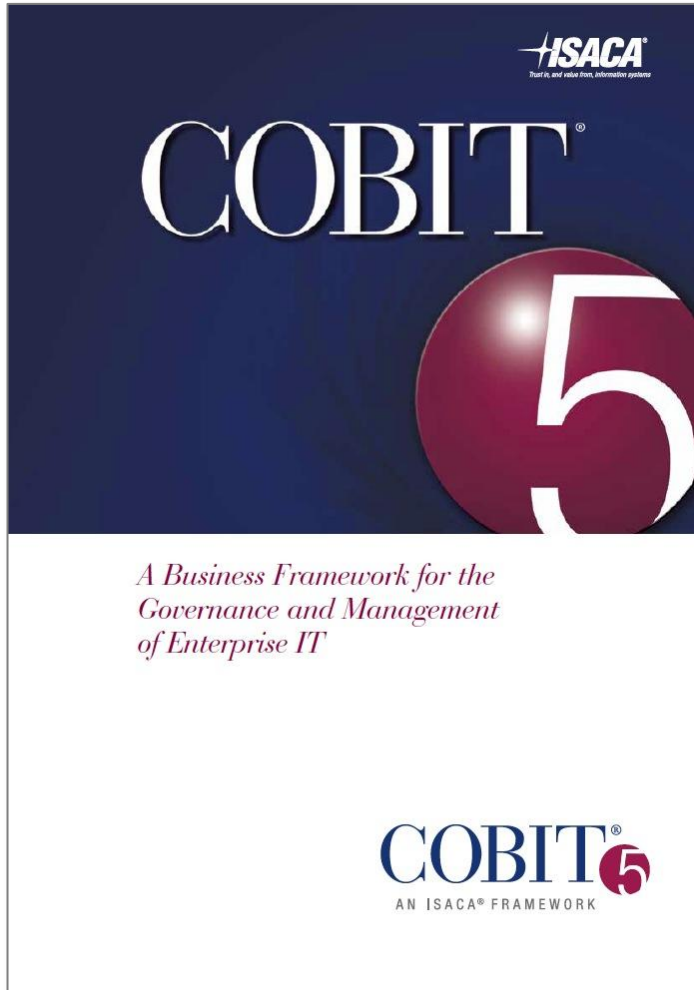
COBIT® 5
for Assurance

COBIT® 5
for Risk

*Other Professional
Guides*

COBIT 5 Online Collaborative Environment

COBIT 5: OVERVIEW



COBIT 5 brings together the **five principles...**

that allow the enterprise to build an effective **governance** and **management framework...**

based on a holistic set of **seven enablers...**

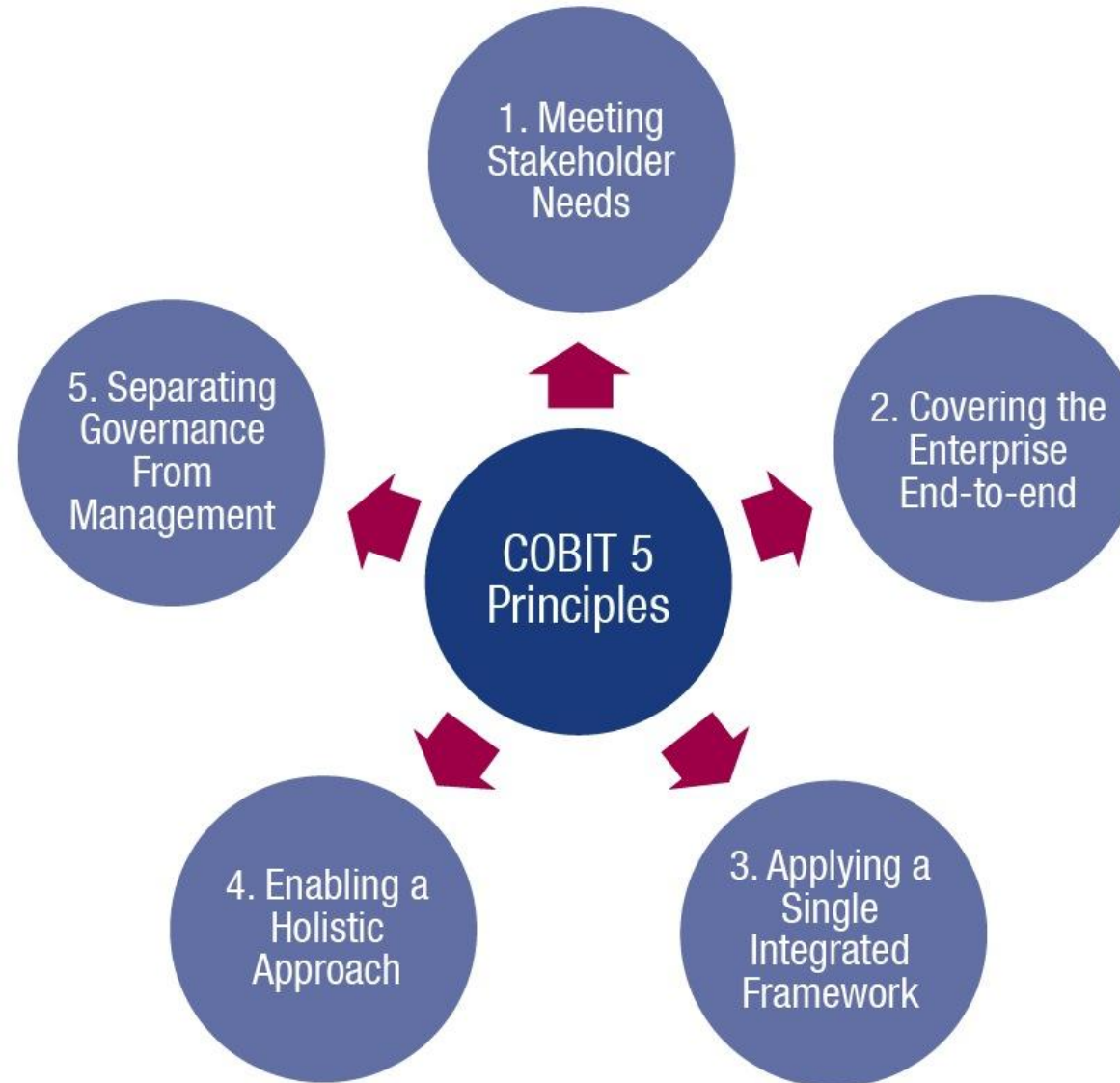
that optimises the **information** and **technology** investment and use for the benefit of stakeholders.

COBIT 5: THE FRAMEWORK

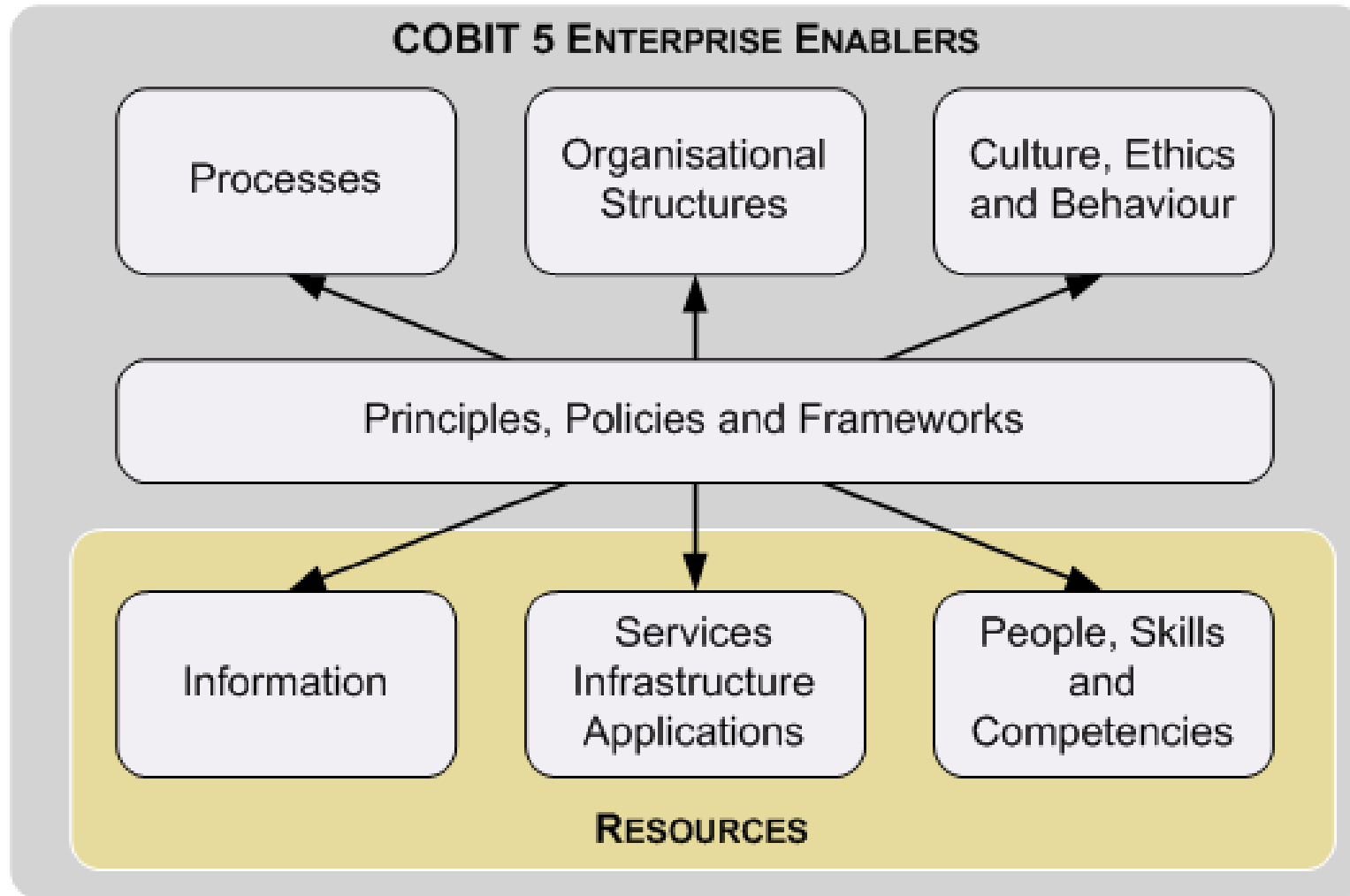
In other words...

- **Creates optimal value by balancing benefits, risk and resources**
- **Enables information and related technology to be governed and managed in a holistic manner**
- **Offers generic, useful principles and enablers**

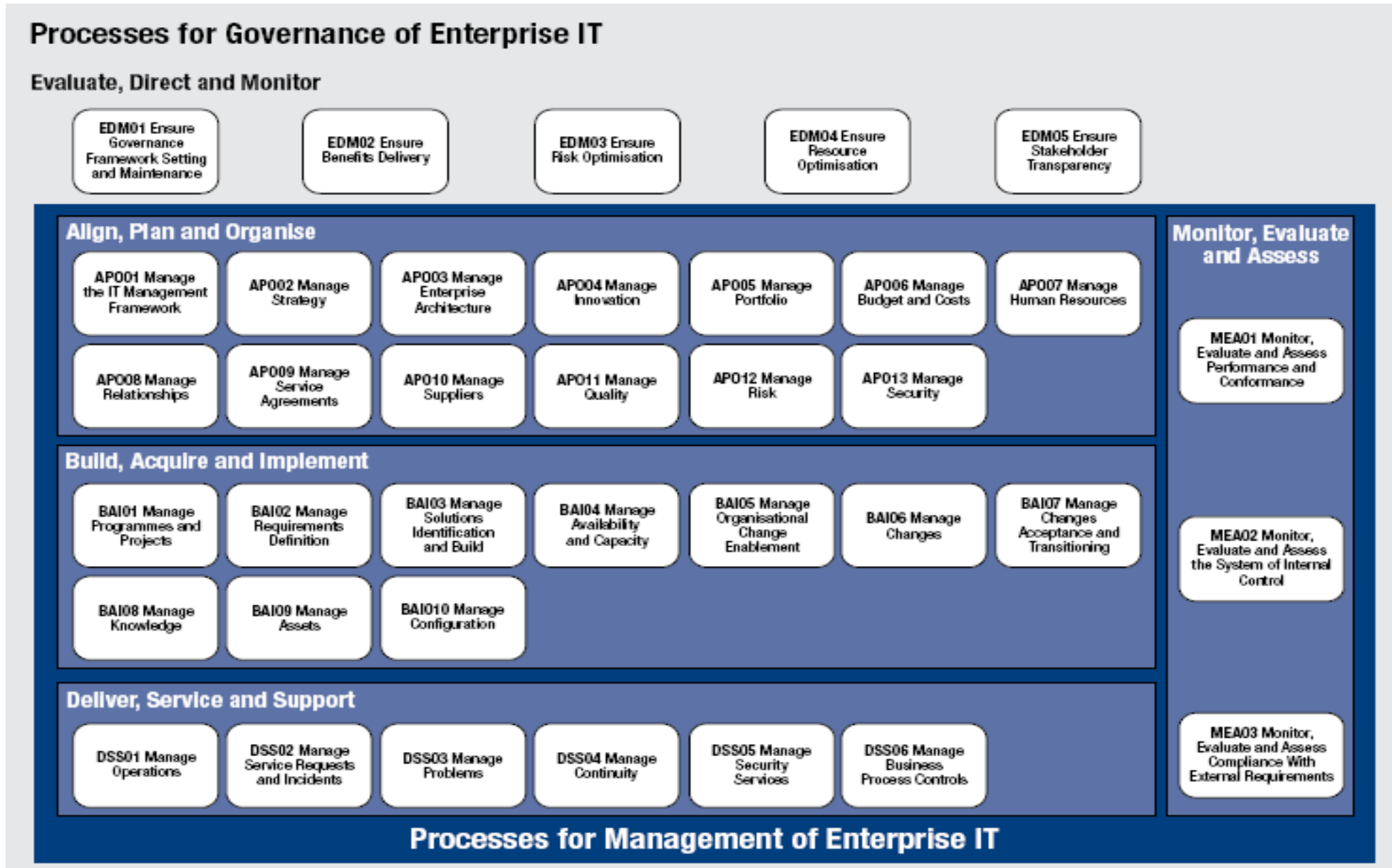
COBIT 5 PRINCIPLES



COBIT 5 ENABLERS



COBIT 5 ENABLING PROCESSES



OTHER COBIT 5 RESOURCES

- Vendor Management Using COBIT 5
- Configuration Management Using COBIT 5
- Securing Mobile Devices Using COBIT 5
- Transforming Cybersecurity Using COBIT 5
- COBIT Process Assessment Model: Using COBIT 5
- Advanced Persistent Threats: How to Manage Risk in Your Business
- COBIT 5: Enabling Information (Just Released)
- Risk Scenarios Using COBIT 5 for Risk (February 2014)
- Controls and Assurance in the Cloud Using COBIT 5 (April 2014)
- IT Control Objectives for Sarbanes-Oxley (update, June 2014)

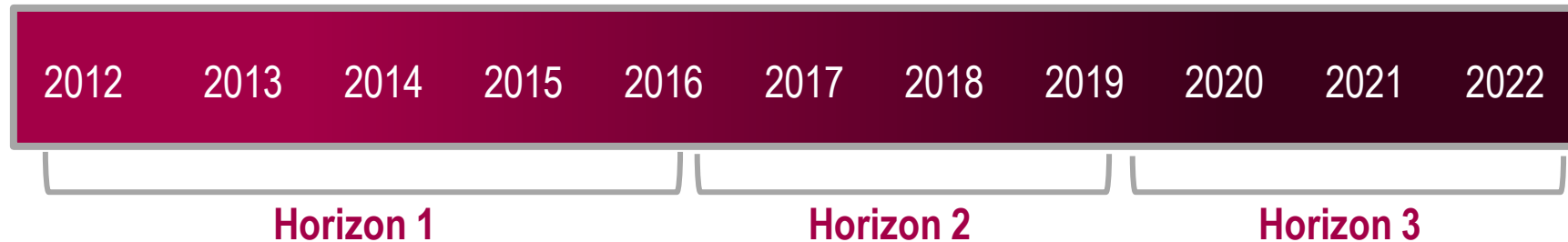
STRATEGY 2022

ACCOMPLISH MORE



STRATEGIC ASPIRATION

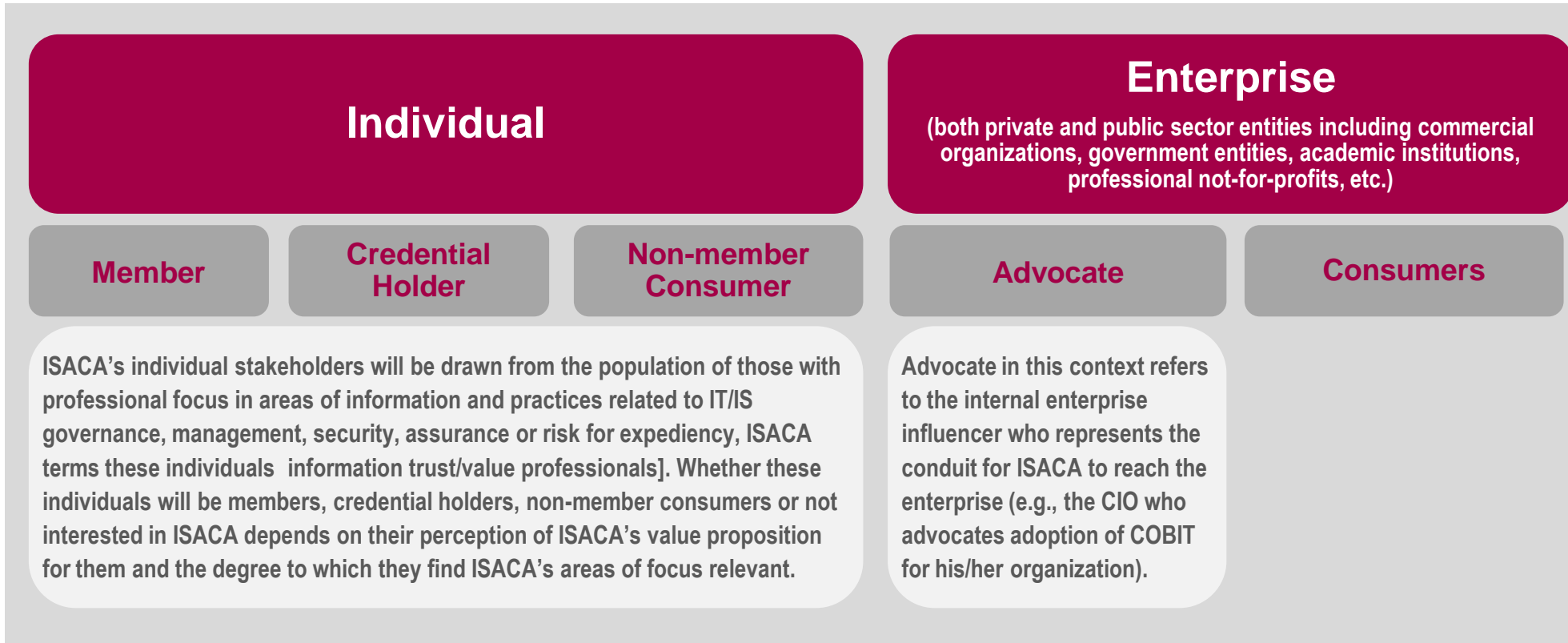
By 2022, ISACA will be the foremost global organization on the topic of trust in and value from information and information systems, providing distinctive relevant knowledge and services to help stakeholders enhance the governance and management of information and information systems.



20-PLUS INITIATIVES

- 1. Expanding products for current constituents**
- 2. Creating new products for new constituents**
- 3. Targeting industries and building enterprise relationships**
- 4. Strengthening the operating mode**

STAKEHOLDERS AND ENABLERS



Stakeholders and Enablers

ISACA'S LINES OF BUSINESS

**Credentialing and
Career Management**

Knowledge

Relations

Stakeholders identified



Needs outlined



Contribution defined



Proposed products listed

STRATEGY MAP

By 2022, ISACA will be the foremost global organization on the topic of trust in and value from information and information systems, providing distinctive relevant knowledge and services to help stakeholders enhance the governance and management of information and information systems.



ENTERPRISE GOALS

Serve our stakeholders and be at the forefront of our professional space

Enable the organization and be operationally excellent

E-1 Be the preferred organization for information trust/value professionals and enterprises by continuously meeting their needs

E-2 Enhance the global relevance, position and reputation of ISACA and its stakeholders through our thought leadership and advocacy

E-3 Align enablers with ISACA's mission and vision to support realization of strategic goals and delivery of benefits

E-4 Optimize our resources and their use

SUPPORTING GOALS

LOB: Credentialing & Career Management, Knowledge, Relations

Principles, policies, processes, structure, culture, ethics, behavior

Resources and their use

C-1 Provide stakeholders with distinguishing credentials

C-2 Advocate for and increase professional value of credentials and credential holders

C-3 Be the leading career resource

C-4 Provide usable and relevant professional ethics, standards and guidelines, professional tools and techniques

E-3.1 Maintain a realistic, relevant, forward-pushing strategy

E-3.5 Maintain an appropriate organizational structure which enables execution of our strategy

E-4.1 Utilize effective and efficient processes which optimize use of our resources

K-1 Advance the professional knowledge and competencies of individuals by developing and providing highly valued knowledge products and services and engaging education

K-2 Enhance ability of enterprises to address information trust/value needs and meet market demands by developing and providing frameworks and related knowledge and educational products

K-3 Expand available knowledge resources by increasing knowledge contributions from individuals and enterprises

E-3.2 Actively scan for drivers of future change and trends, and determine ISACA's response to them

E-3.6 Ensure good corporate governance principles, policies & practices, and support an ethical culture and behaviors

E-4.2 Ensure we have sufficient human resources with the competencies, skills and motivation to deliver on ISACA's strategy

R-1 Be the preferred global membership organization and community

R-2 Increase ISACA's global relevance and position

R-3 Better enable ISACA chapters to serve members and new stakeholders and create awareness of ISACA products and services

E-3.3 Encourage a stakeholder-focused, innovative culture and behaviors

E-3.7 Embed effective enterprise risk management in execution of activities and our strategy

E-4.3 Ensure the financial resources to sustain core business and seize strategic opportunity

E-4.4 Obtain the information necessary to enable strategic decision-making and execution

E-4.5 Align and leverage IT to enable achievement of business objectives and our strategy

“FIRST IN FOCUS”

**Execution: What will ISACA provide to meet stakeholder needs?
What are our first-in-focus S22 solutions?**

- **To address immediate market-driven stakeholder needs: Offerings on cybersecurity and privacy**
- **To address emerging needs: Approach for ISACA’s response to megatrends**
- **For the future: Strategy for COBIT—Maximize its value potential; undertake process of positioning COBIT’s relevancy in broader business sense; continue visionary approach to defining and pursuing COBIT-related knowledge development, business/IT integration**

VOLUNTEER BODIES

- **Emerging Business and Technology Committee**
- **Cybersecurity TF**
- **Privacy TF**
- **COBIT Growth Strategy TF**
- **M&A TF**
- **Assurance TF**

QUESTIONS & DISCUSSION

CONNECT MORE

