

## Why an Information Protection Posture Assessment?

When we talk to our clients, we find that there are 3 top reasons that they buy Information Protection Posture Assessments:

1. **Near-death experience:** The number one reason our clients buy an IPPA is because they had a serious enterprise melt-down that nearly collapsed much or all of the company for a period of time. This awakening brought the CEO to bear on the problem, and the result was a referral from someone else who had an IPPA and found out what they needed to know. The result is usually a dramatic realignment of information security to business interests and a clearer understanding of the underlying issues that drive the enterprise to want proper protection for the sake of the success of the business. *“The [IPPA] was just what we needed... It gave us an actionable plan that could be implemented over the identified time frames for reasonable cost”.*
2. **New security lead on the job:** The requirement for a new security lead to make a mark and meet enterprise needs drives even the best leader to ask for an expert outside team to help devise a plan. It has real advantages because the assessment team can make all the waves and the new security lead can act as the moderating force. The tough questions get asked by the outsiders so the politics go a lot easier on the new CISO. And the new CISO walks away with a concrete plan for immediate, tactical, and strategic changes within a month or two instead of spending a year learning about everything while handling all of the day-to-day duties associated with their job. *“The IPPA was finished in 60 days for less than \$100K and it gave me everything I needed to run the first 2 years of my program”.*
3. **Desire for an expert outside opinion to deal with some issues:** In about 25% of IPPA tasking, we don't find out what the real issues are until we show up on site. Either the real story is too sensitive, or we discover the reason for the study along with the person who is supposed to be our sponsor when we meet with the executive who had the study done. The crying need is for a trusted outsider to deal with a sensitive inside issue. *“It was a chicken and egg problem. We couldn't tell them what was really going on until they got here, so we needed a team that could handle anything we threw at them.”*

The IPPA is a mature process that has been used by enterprises for more than 20 years. It is the first step in understanding the risk management issues of an overall protection program, and it is a key process that covers the key issues in information protection for an enterprise. It's oriented toward business needs and produces actionable results. So whether you just suffered a near-death experience, are new on the job, or need confidential outside expert opinion on something you can't talk about at a program level, an IPPA is a process that can get the job done.

## Service Summary

The information protection posture assessment process and results include:

- **Step 1:** Contracts are put in place and the assessment is scheduled. Depending on contracts, an initial payment may be required at this time.
- **Step 2:** On-site visits of 3-7 person teams over a period of 3-7 days are undertaken under close supervision of the client representative. Depending on specific needs additional actions ranging from perception management to external intelligence operations are undertaken along the way.
- **Step 3:** A draft report is written for internal review and returned to the client to correct factual errors and make sure that interviewees agree with our characterization of their statements. Depending on contracts, a payment may be due at this time. The report typically has 75 to 150 pages and includes:
  - A 1-page executive summary (sometimes 2 pages are necessary)
  - A table of contents
  - A background, scope, and study overview
  - What was done and what was found
    - Date-by-date activities and results
    - Person-by-person interviews and results
  - Analysis, comparison to standards, and ratings.
    - Threats, vulnerabilities, consequences, and scenarios
    - Ratings against standards and other enterprises studied
  - Recommendations
    - Urgent, tactical, and strategic recommendations
  - Summary and conclusions
- **Step 4:** A final draft is written and sent in and an executive presentation is prepared. The final invoice is provided and paid at this time.
- **Step 5:** If an on-site executive presentation is desired and not included in the initial agreement, it is done as an add-on at this point. This includes:
  - A set of executive briefing slides presented to a top management group.
  - An on-site presentation with our study leader including presentation of specific evidence supporting results and answers to any questions.

Studies are typically scheduled from 30 to 90 days in advance of start dates as soon as purchase orders are in place. Each study must have a single point of contact at the client site who will provide unlimited access and personal supervision of the process and who can make judgments for the enterprise on the spot. Each study is assigned a project manager who will coordinate with the client for schedules, activities, and other logistical details. Discounts are available for clients with existing retainer contracts or for CISO services contracts. All fees are firm fixed price plus reasonable and normal travel expenses.

For information on getting an IPPA, contact your sales representative for a scoping call and we will generate a statement of work.