

BREAKTHROUGHS

In Security Innovation

Transforming Information Security from a Barrier to an Enabler of Business Innovation



Finding the balance between keeping your business safe and encouraging innovation is no easy task, something that members of the Security for Business Innovation Council know all too well. RSA, The Security Division of EMC, conducted a series of in-depth interviews with Security for Business Innovation Council members,

and their answers became the basis for "The Time is Now: Making Information Security Strategic to Business Innovation. Recommendations from Global 1000 Executives." The findings may surprise you.

Council members agreed: today, there's a broader definition of innovation. It's a definition where security is front and center as employees, customers, partners, and even competitors can be collaborators in the innovation processes, and security strategies and practices have the power to change, make, or break business goals. Why is this the case, and how can you help

SECURITY FOR BUSINESS INNOVATION COUNCIL

Anish Bhimani, Managing Director, IT Risk Management, JP Morgan Chase

Bill Boni, Corporate Vice President, Information Security and Protection, Motorola

Dave Cullinane, Vice President and Chief Information Security Officer, eBay Marketplaces

Roland Cloutier, Vice President, Chief Security Officer, EMC Corporation

Dr. Paul Dorey, Vice President, Digital Security and Chief Information Security Officer, BP

Renee Guttman, Vice President, Information Security & Privacy, Time Warner

David Kent, Vice President, Security, Genzyme

Dr. Claudia Natanson, Chief Information Security Officer, Diageo

Craig Shumard, Chief Information Security Officer, Cigna Corporation

Andreas Wuchner, Head of IT Risk Management, Security & Compliance, Novartis

accelerate transformation? RSA, in conjunction with council members, have unearthed seven strategies and recommendations that are critical for helping turn security into an innovation enabler. They are:

- 1) Have the right mindset.** Your first task: saying how rather than no; explaining how security can make something happen while managing risk and being a trusted partner to your company's business innovators.
- 2) Know the business and speak business.** You must move beyond the IT environment, learning how and where your company makes money, and how it benefits from security as well as innovation.
- 3) Recognize and seize opportunities to add value.** Business elements such as sharing of intellectual property, exchange of sensitive data, and workforce mobility, among others, can add value and deliver faster innovation.
- 4) Build relationships and win influence.** Converting plans into action takes trust. You need to win over a lot of people before you can make changes that will deliver value—people at every level of the business.
- 5) Become a risk-versus-reward expert.** The risks of a project aren't always obvious, and some people say it's not possible to even predict such risk using standardized methodologies. But managing risk will help you succeed.
- 6) Build repeatable processes.** Every time you can standardize and automate security processes, you'll also have a better chance of lowering risk, costs, and time-to-market.
- 7) Make time for strategic thinking.** As an IT executive, you may spend your days dealing with issues and projects. Unless you take the time for strategic thinking and planning, you're missing out on a huge opportunity. This includes taking on a more international outlook, according to Council members.

Bottom line: Council members see that information security is absolutely critical to how effectively companies compete now and in the future. Companies that allow security woes to hold them back will see a significant business toll, while businesses that ignore security will be at risk.

To learn how to put these strategies into action and become an enabler of future innovation at your company, and to learn more about the relationship between security and business innovation, download the complete report as well as other research from the RSA Business Innovation website at www.rsa.com/securityforinnovation.



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