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A Comfy Couch for Critical Assets

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Todd Inskeep

Senior Associate
Booz Allen Hamilton
@Todd_Inskeep
Inskeep_Todd@BAH.com

Getting comfortable with your business assets

- Our metaphor – the Comfy Couch
- Business critical assets
- Examples of assets
- Connecting business and IT assets
- Next steps

Comfy Couch Metaphor

- Get business and IT comfortable together
- Process to gain buy-in and support
- Safe place to discuss issues

- Know what your assets are
- Know where your assets are
- We (You) are all in this together

Business Critical Assets

- Specifically identify critical business elements:
  - Intellectual Property
  - Competitive Processes
  - “Secret Sauce”
- Specific Data, Products, Systems, Processes and Information
- Similar to a business continuity exercise – which assets are critical to your enterprise success
  - Which could you lose?
    For a day? A week? A month? More?

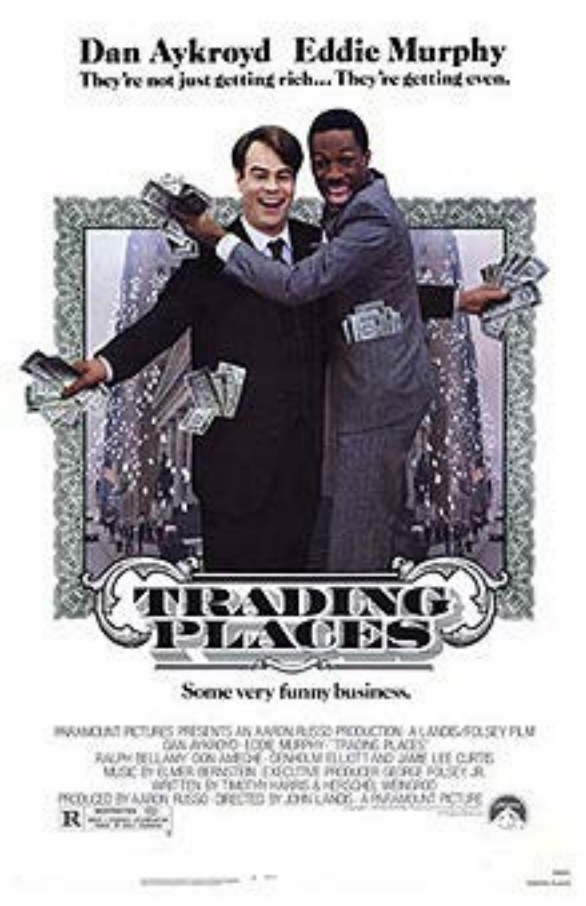
- Assets have to be driven by business - this is a business activity (facilitated by Risk & Security)
- Assets have to be specific -
- Assets are not risks:
  - Reputation & Trust
  - Financial & Economic
  - Strategic & Competition
- Assets are the things impacted by risks and threat

“Trading Places”

Example Assets

- $1 Bet

- Reputation
- Bank Accounts frozen after drug arrest
- Old Friends
- Market Insight
- Bidding Strategy
- Crop Report – Pre Release



- Position at trading company
- Appearance
- $7000 *Rouchefoucauld* Watch sold for much less
- New Friends
- Market Data
- Bid Timing
- Crop Report – Post Release

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100 YEARS

Movie Poster courtesy of Paramount Pictures

Examples of Assets

Poor Examples

- Payment systems
- Designs for new engines
- Corporate Strategies
- Consumer Personally Identifiable Information
- Trading Algorithms

Good Examples

- Specific process for updating retail location payment terminal software
- CAD/CAM & materials specifications for new turbine blade design
- Negotiating strategy for drilling site purchase
- “Jupiter” - company database of electronic personal health records
- “Athena2” algorithm for high-speed trading implementation (and equipment) on London exchange

Connecting Business and IT Assets

Process for updating payment terminal software

- Who is responsible for protecting the software?
- What is the scope of the software, What are the checks and protections on the software process?
- Where is the software developed? Stored? Verified?
- When is the software critically important? Whole life cycle, or for a limited time?
- Why is the software process important to the business?

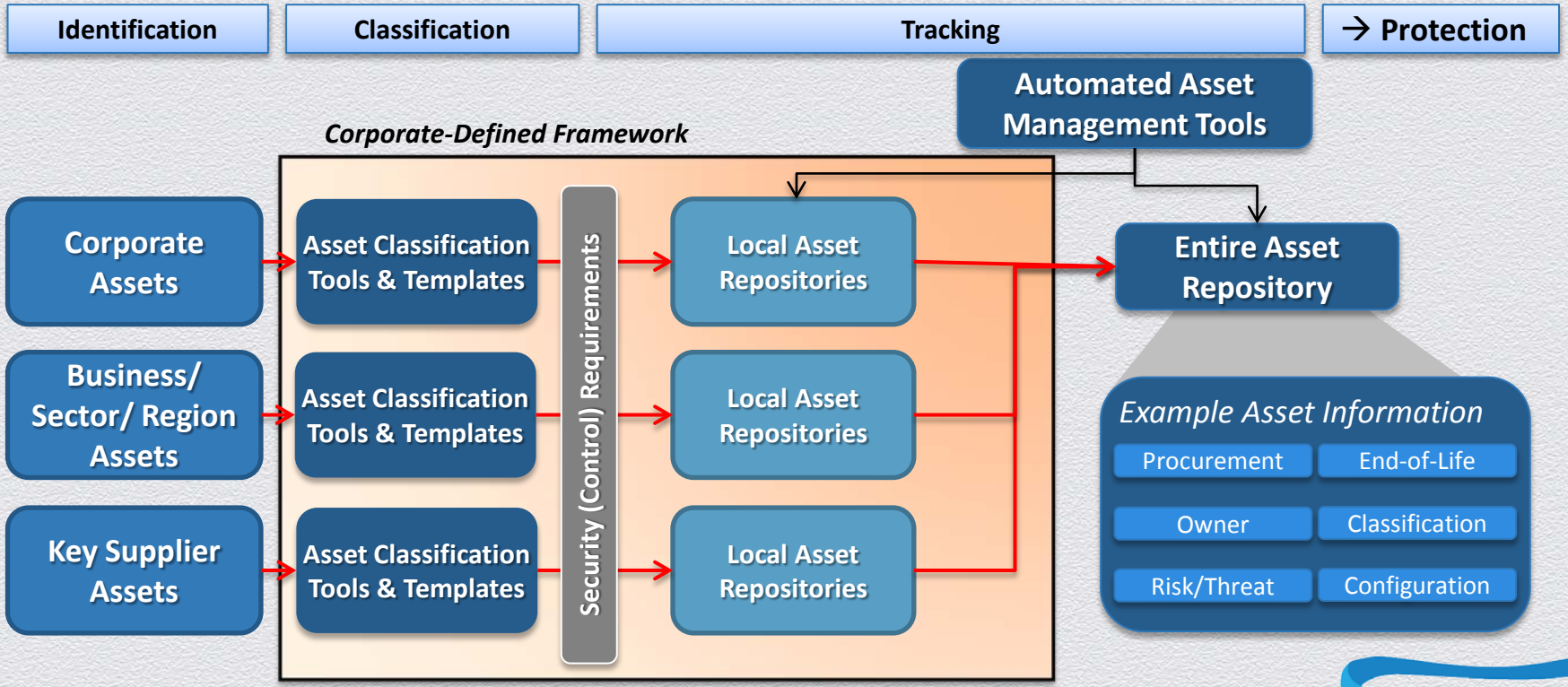
CAD/CAM & materials specifications

- Who is responsible for the specifications?
- What is the scope of the specifications, What are the checks and protections on the information and data storage?
- Where are the specifications developed? Stored? Tested? Ordered?
- When are the specifications critically important?
- Why is the turbine design important to the business?

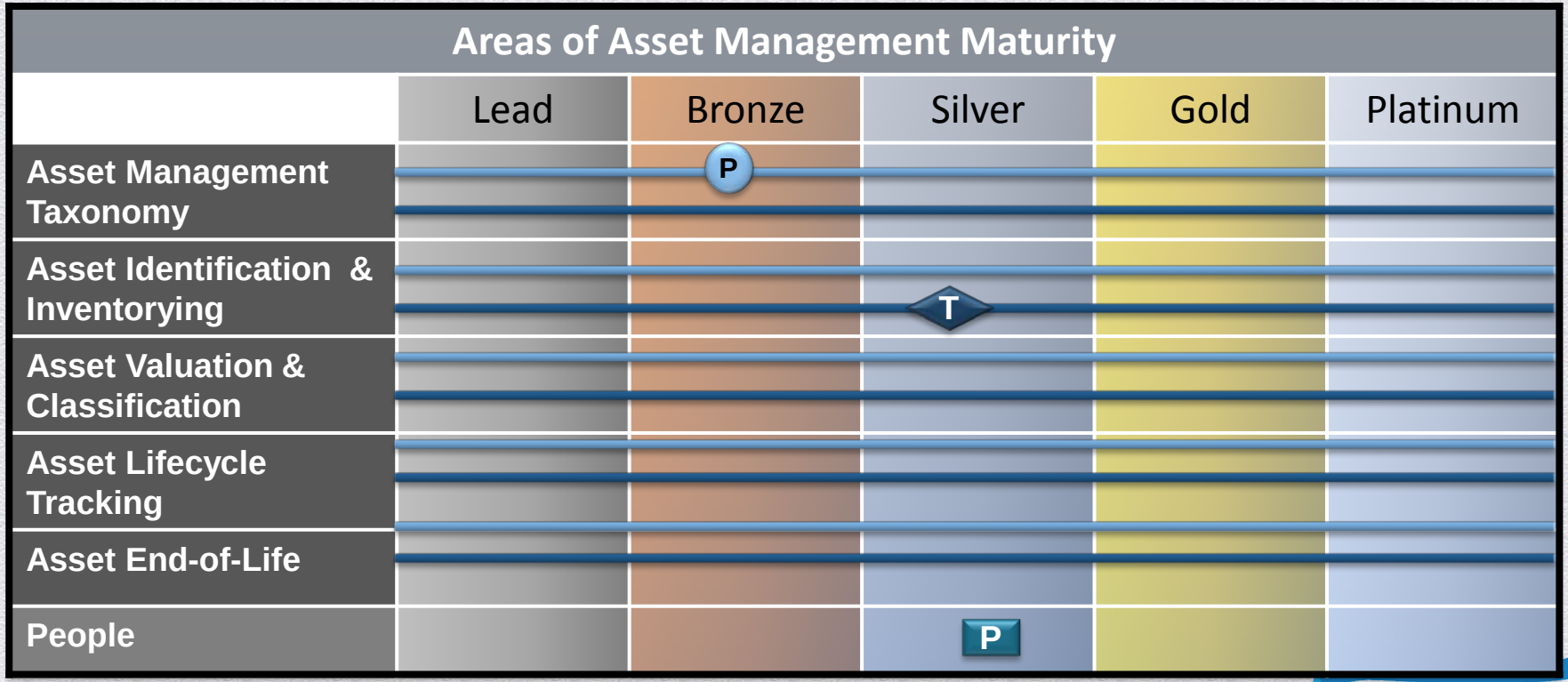
"Jupiter" - company database of EPHI

- Who is responsible for protecting the database? The EPHI?
- What is the scope of the database? What are the checks and protections on the EPHI data and access?
- Where is database, its servers, redundancies, etc?
- When is the database critically important?
- Why is the software process important to the business?

Use tools to manage and track efforts



Consider maturity models and benchmarking



Implementing Asset Management requires work

Challenges / Risks	▪ Establishing broad support and commitment needed ▪ Locating, classifying, and inventorying physical, logical, and notional assets residing on thousands of systems ▪ Obtaining commitment from key suppliers and integrating their asset management systems
Institutional Impacts	▪ Implementing an overarching plan requires enterprise-level commitment to tracking and protecting valuable assets ▪ Risk-based asset decisions will require integration of individual business unit processes and adoption of enterprise approaches ▪ Full lifecycle asset tracking will increase the emphasis on asset owners to register and regularly update asset information

Takeaways

- Asset Management begins with the business
- Identify and rank the detailed business-critical assets
- Map assets to IT infrastructure
- Ensure regular review and updates
- Use process to engage and build trust and comfort with business partners
- Capture and measure the value over time as incidents are managed

Thank You

Todd Inskeep
Inskeep_Todd@BAH.com
Twitter: @Todd_Inskeep
704-817-1007