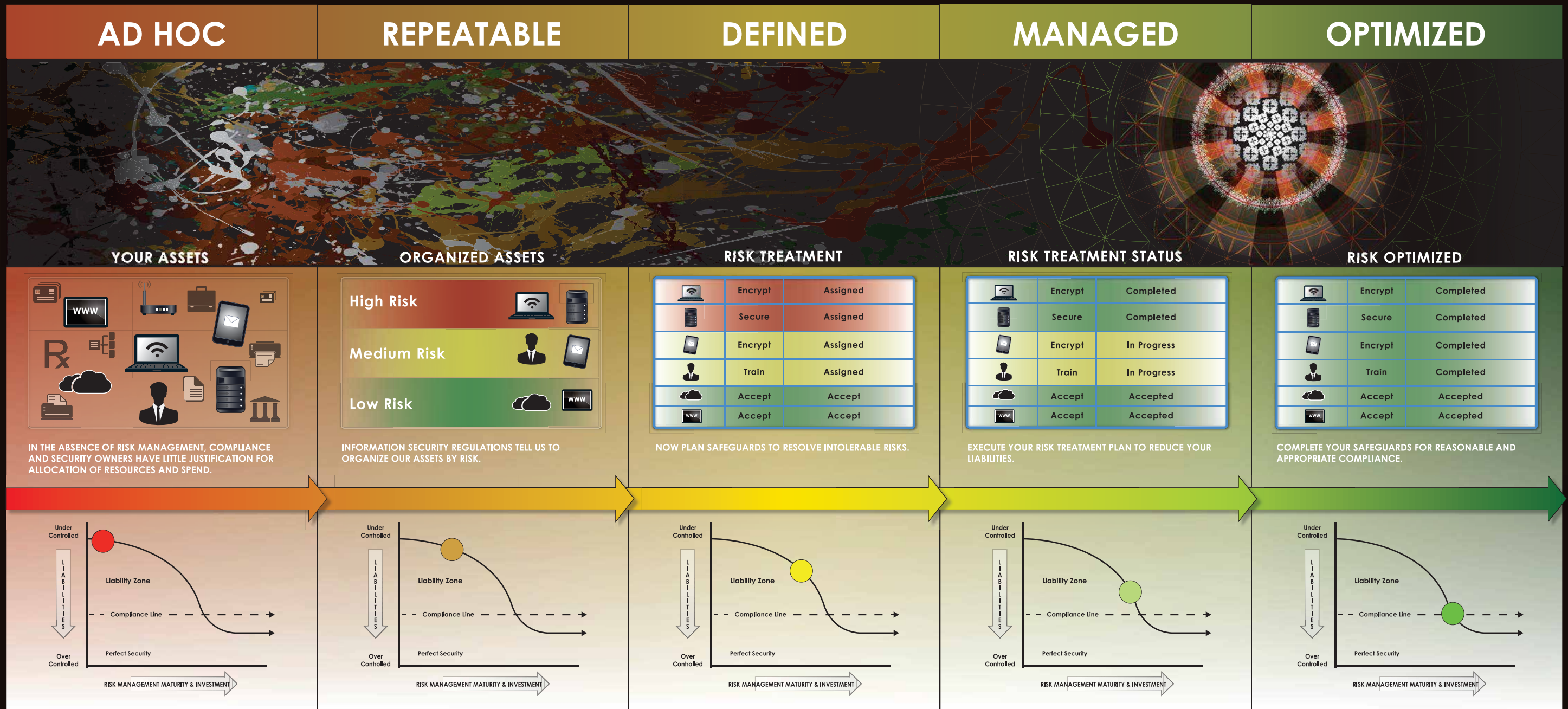


THE ART AND SCIENCE OF RISK MANAGEMENT

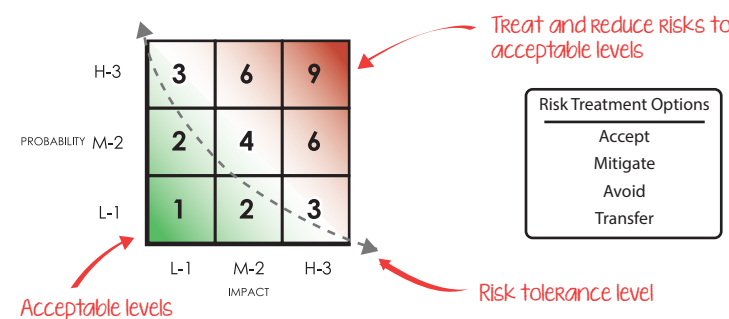
CHAOS

ORDER



WHAT IS THE BENEFIT OF A RISK ASSESSMENT TO MY ORGANIZATION?

Risk Assessments create a clear set of security and compliance priorities. By evaluating risk to your organization's critical assets, your Executive Team and Functional Departments are all unified about security and compliance priorities. No organization can achieve zero risk. The risk assessment provides the perfect framework by which the key stakeholders within your organization can decide which risks are acceptable and which need to be reduced.



HOW DOES YOUR ORGANIZATION KNOW WHERE TO FOCUS ITS LIMITED SECURITY BUDGET?

A true risk assessment prioritizes risk based on probability and impact. In the absence of strong risk management, how does an organization know where to apply its limited security budget? All too often, an organization will try to rely on the latest headlines, recommendations from vendors, a recent incident that highlighted a list of vulnerabilities, or a control requirement from a regulation or piece of legislation. When you assess risk appropriately, you can now proactively address the real issues that threaten your organization.