



# *OVERVIEW & UPDATE*

*Laurel Nelson-Rowe*

*Director of Strategic Communications*

*(CHANGE NAME to ACTUAL PRESENTER)*

## *ISACA at a Glance*

- *Founded 1969*
- *Global non-profit, professional association*
- *Serving more than 140,000 professionals, 190 countries*
- *Expanding enterprise/corporate presence*
- *Certifications, Education & Training, Conferences, Knowledge & Insights*
- *Cybersecurity Nexus Platform*
- *COBIT Framework*
- *CMMI Framework*

# ***I ISACA @ 50 YEARS***

***1969:** Group formalized as EDP Auditors Assoc.*

***1978:** CISA program launched*

***1994:** Name changed to Information Systems Audit and Control Association (ISACA)*

***1998:** IT Governance Institute created*

***2006:** ISACA goes by acronym only*

***2010:** CRISC introduced*

***2019:** ISACA turns 50*

***1971:** First Computer Audit, Control and Security (CACS) conference held.*

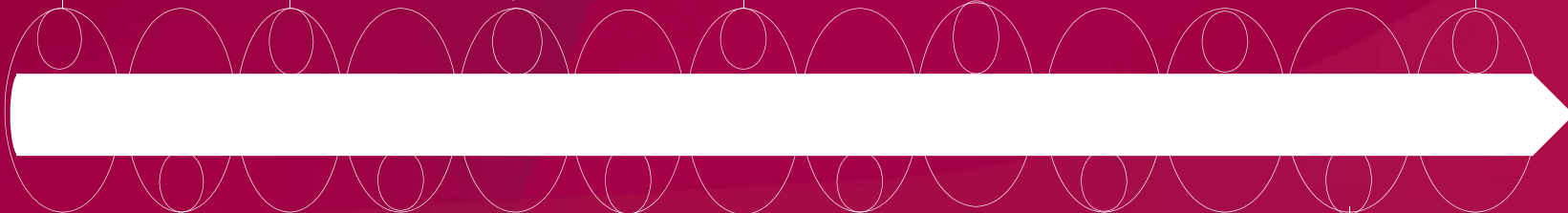
***1986:** First EuroCACS held*

***1996:** COBIT first issued*

***2002:** CISM launched*

***2007:** CGEIT launched*

***2014:** CSX launched*





**WE ARE ONE**

**WE ARE DEDICATED**

**WE ARE INNOVATIVE**

**WE ARE ACCOUNTABLE**

**WE ARE AUTHENTIC**



*Trust in, and value from, information systems*



# *ISACA Core Values*

## *WE ARE ONE*

We care deeply about people and recognize that employees and members are our extended family who we must support and nurture.

## *WE ARE DEDICATED*

We are unfailingly passionate about ISACA. We are dedicated to maximizing its influence and impact globally. We are committed to lifelong learning and volunteering as part of our professional growth.

## *WE ARE INNOVATIVE*

We thrive on being creative and innovative. We are empowered to make decisions and take measured risks at all levels of the organization.

## *WE ARE ACCOUNTABLE*

We stand behind the work we do and the contributions we make. This is the cornerstone of our success.

## *WE ARE AUTHENTIC*

We operate with honesty, integrity and the highest level of professionalism in everything we do. Trust and respect is our operational foundation.



## *Purpose*

Help you realize the  
positive potential of technology

## *Promise*

Inspire confidence that enables innovation  
through technology

## *ISACA believes...*

*ISACA propels People and Enterprises to business technology success. This is an outcome of our single purpose. We help you realize the positive potential of technology.*

*ISACA believes you can anticipate and leverage rapidly changing technologies, improving performance in the face of increased business complexity, competition and digital disruption.*

*ISACA believes the integrity of enterprises, and the systems, processes and people entrusted to achieve organizational results and outcomes, are paramount. ISACA serves as the objective, expert knowledge resource, as the enterprise pursues technology and business innovation, growth and efficiency.*

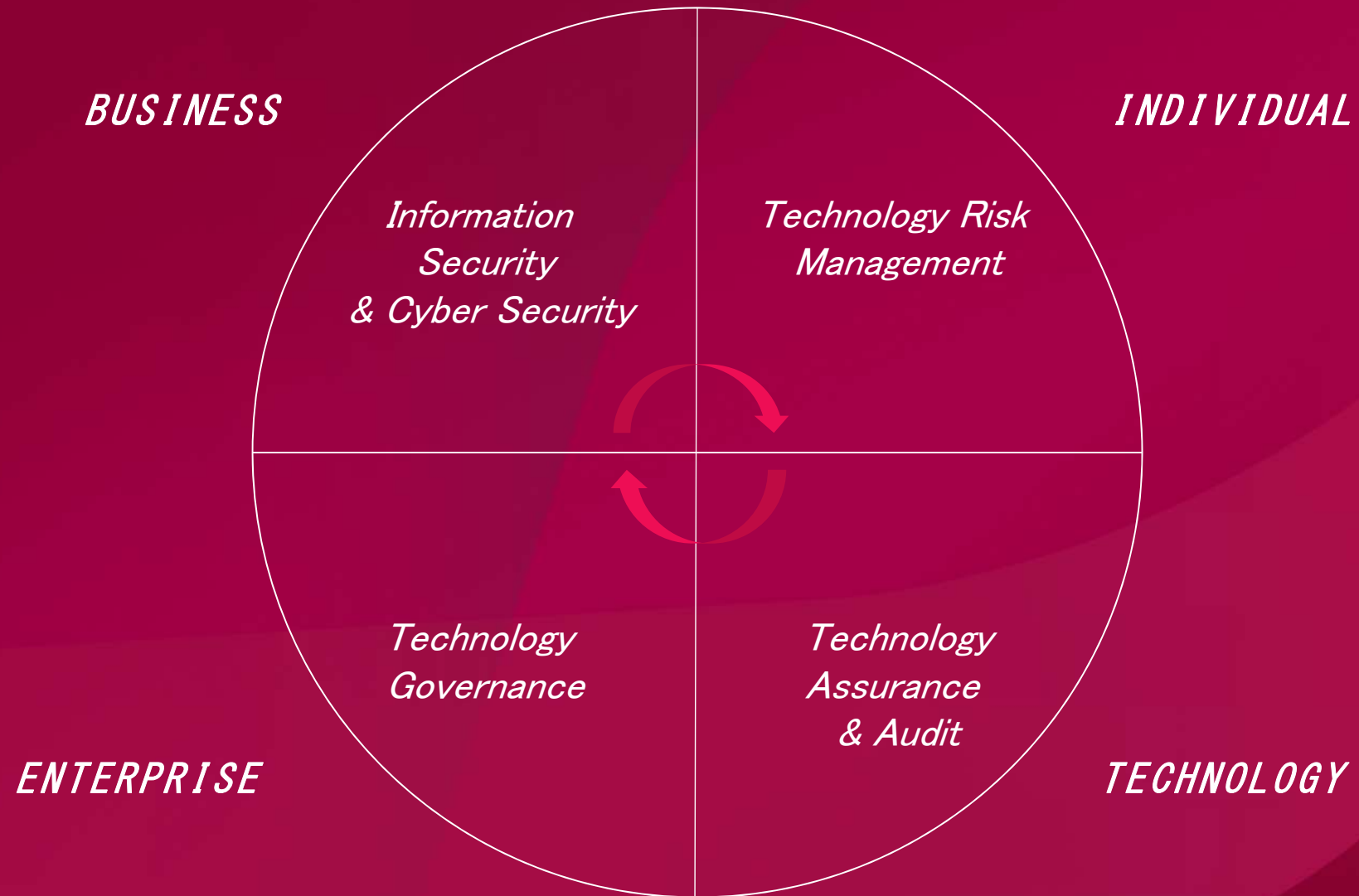
*ISACA believes the demand for an adaptable, highly skilled workforce has never been greater, and provides support, training, tools, guidance and resource networks to technology professionals at all levels, around the globe.*

*ISACA believes technology provides infinite possibilities and benefits; together we will explore, understand and accelerate technology's positive impact in our world.*

*ONE ISACA: Uniting technology-driven people, professionals, enterprises.*



# ISACA Business Domains & Dynamics



A young man and woman are looking at a screen in a server room. The man is on the left, wearing a blue shirt, and the woman is on the right, wearing a grey shirt. They are both smiling and looking down at the screen. The background is a server room with black racks. The right side of the image has a large, curved, maroon-colored overlay.

**ISACA®**

# *ISACA LEADERSHIP*

## *Executive Team*



***Matt Loeb***

Chief Executive  
Officer



***Ken Kujundjic***

Senior Vice  
President, Business  
Development and  
Sales



***Tara  
Wisniewski***

Managing  
Director,  
Advocacy and  
Public Affairs



***Tim Mason***

Chief Marketing  
Officer



## *Executive Team*



*Rob Micek*

*Chief Financial  
Officer*



*Frank  
Schettini*

*Chief Innovation  
Officer*



*Ron Hale*

*Chief Knowledge Officer*

## *Board of Directors*



*Christos K.  
Dimitriadis,  
Ph. D.*

CISA, CISM, CRISC,  
INTRALOT S. A.,  
Greece,

ISACA Chair



*Theresa  
Grafenstine*

CISA, CGEIT, CRISC,  
CIA, CGAP, CGMA,  
CPA, U.S. House of  
Representatives, USA

ISACA Vice-chair

*Robert Clyde*

CISM, Clyde Consulting LLC, USA, Director

*Leonard Ong*

CISA, CISM, CGEIT, CRISC, CPP, CFE, PMP,  
CIPM, CIPT, CISSP ISSMP-ISSAP, CSSLP, CITBCM,  
GCIA, GCIH, GSNA, GCFA, Merck, Singapore,  
Director

*Andre Pitkowski*

CGEIT, CRISC, OCTAVE, CRMA, ISO27kLA,  
ISO31kLA, APIT Consultoria de Informatica  
Ltd., Brazil, Director

*Eddie Schwartz*

CISA, CISM, CISSP-ISSEP, PMP, WhiteOps, USA,  
Director

## *Board of Directors*

### *Jo Stewart-Rattray*

CISA, CISM, CGEIT, CRISC, FACS CP,  
BRM Holdich, Australia, Director

### *Tichaona Zororo*

CISA, CISM, CGEIT, CRISC, CIA, CRMA, EGIT |  
Enterprise Governance (Pty) Ltd.,  
South Africa, Director

### *Zubin Chagpar*

CISA, CISM, PMP, Amazon Web Services,  
UK, Director

### *Rajaramiyer Venketaramani Raghu*

CISA, CRISC, Versatilist Consulting India  
Pvt. Ltd., India, Director

### *Jeff Spivey*

CRISC, CPP, Security Risk Management,  
Inc., USA, Director

### *Robert E Stroud*

CGEIT, CRISC, Forrester Research, USA,  
Past Chair

### *Tony Hayes*

CGEIT, AFCHSE, CHE, FACS, FCPA,  
FIIA, Queensland Government, Australia, Past  
Chair

### *Greg Grocholski*

CISA, SABIC, Saudi Arabia, Past Chair

### *Matt Loeb*

CGEIT, FASAE, CAE, ISACA, USA, Director



# *2020 Goals*

## *ISACA Enterprise Goals*

- Be a leading authority in IT Governance and Cyber Security
- Have a highly valued portfolio of product lines for professionals ISACA serves
- Have deployed a robust, reliable, scalable, and secure technology infrastructure that supports ISACA's growth
- Be serving **1M engaged professionals** and annual revenue of **\$100M**
- Provide experiences and interactions after which professionals will exclaim:  
**"THAT WAS INCREDIBLE!"**
- Be recognized as a best place to work and volunteer

# *2016 Priority*

## *Operational Initiatives*

### *Priority*

1. Development and Implementation of “From Ideation to Market Leadership” Process
2. Execution, Market Penetration and Build-out of Cyber Security Program and Portfolio
3. Increase Market Penetration of Core Product Portfolio with Focus on Emerging Market Opportunities
4. Accelerate Incredible Internal and External Customer Experience Delivery
5. Refinement of Local Engagement and Development of Priority Strategic Partnership
6. CMMI Institute Acclimation

### *Exec Sponsor*

Frank Schettini

Matt Loeb

Ken Kujundjic

Tim Mason

Tara Wisniewski

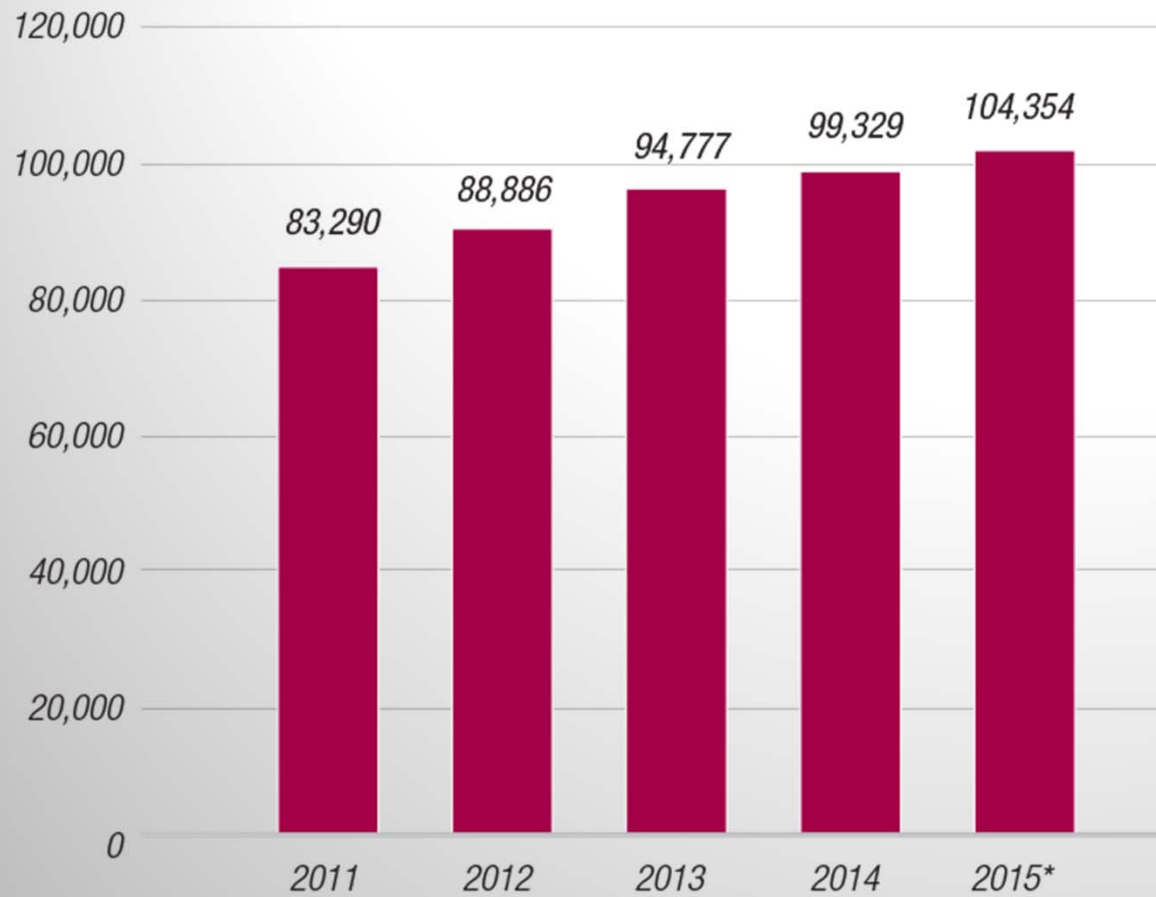
Robb Micek



# *ISACA MEMBERSHIP*



## *ISACA Growth: Membership & Presence*



ISACA Membership Growth Year over Year

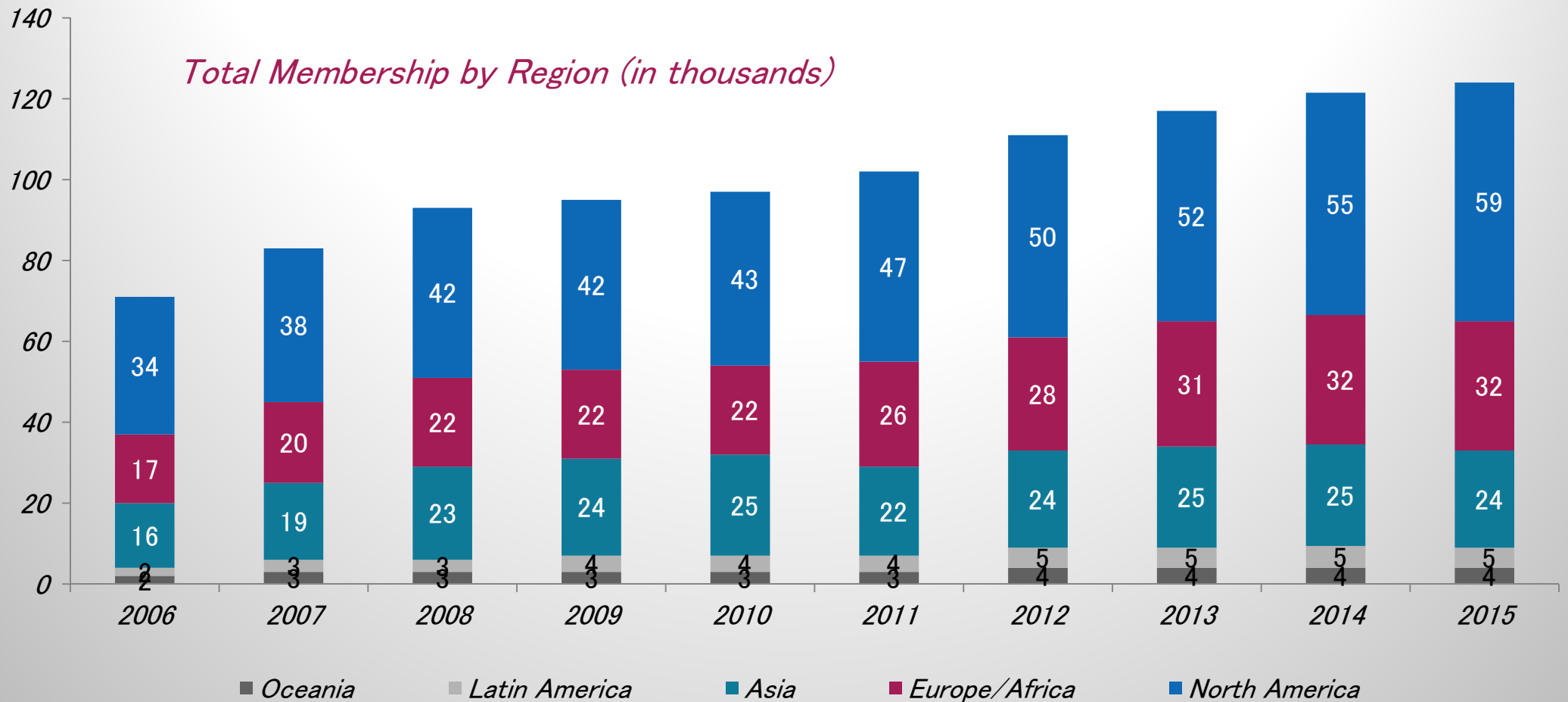


**214 CHAPTERS WORLDWIDE**



**MEMBERS  
LOCATED IN  
185 COUNTRIES**

## More Detail on Membership Growth



SOURCE: 2015 data from December Month end demographics report



## *ISACA Chapters*

- *214 local chapters in 90 countries*
- *More than 140,000 constituents in 190 countries, with just 47% located in North America*
- *Resources are primarily in English but 10 other languages supported*
- *Avg. 3% continuous growth year-over-year*

### *Our locations:*

**89** *in North America*

**22** *in Central/South America*

**60** *in Europe*

**13** *in Africa*

**34** *in Asia/Middle East*

**9** *in Oceania*

*Source: ISACA International data as of Aug. 2016*

# *ISACA Membership Types*

## *IT Professional Members*

- *US \$135 dues, plus chapter dues, if applicable, plus new member processing fee*
- *Those who join through the Member-Get-a-Member campaign have their new member processing fee waived.*
- *Retired Member dues rate of 50% of US dues rate*

## *Recent Graduate Members*

- *US\$68, plus chapter dues and new member processing fee, is waived.*
- *Available to those who have graduated from a college/university in the last 2 years.*

## *Members at Colleges and Universities*

- *Full-time Student Member rate US \$25.*

## *Membership Approaches*

- ISACA serves any professional who leads/manages/supports information security, cyber security, technology audit, technology assurance, technology/business governance or technology risk management
- *ISACA helps technology and business professionals drive technology and business results, and accelerates the inspiration, capabilities, technology innovation and confidence at all levels of their career:*
  - > Practitioners
  - > Managers
  - > Executives



# Member Benefits

## *Professional Development*

*Increasing your value  
advancing your career*

- *ELibrary*
- *Webinars, Virtual Seminars, and archived eSymposia (free CPE)*
- *Career Centre*
- *Discounts on CISA, CISM, CGEIT, CRISC exams and annual maintenance fees*
- *Discounts on CSX exams*
- *Mentoring (free CPE)*
- *Conference/training discounts*
- *Bookstore discounts*

## *Research and Knowledge*

*Opening the door to  
thought leadership,  
research & knowledge*

- *Journal (free CPE)*
- *Whitepapers and Publications (many free to members!)*
- *COBIT 5 for Assurance*
- *COBIT 5 for Information Security*
- *Process Assessment Program using COBIT 5*
- *COBIT 5 for Risk*
- *Interactive web site*
- *Audit/Assurance programs*

## *Community & Leadership*

*Connecting you with  
a global community  
of 110,000+*

- *Networking*
- *Leadership opportunities*
- *Enhanced online topic communities via new ISACA web site*
- *Knowledge Center*
- *Volunteer Engagement Opportunities*

## *Your Local Chapter*

*Providing a local  
network of  
professionals*

- *Low-cost education*
- *In person training*
- *Exam preparation*
- *Business and social events*
- *Engage with people who understand your professional needs*

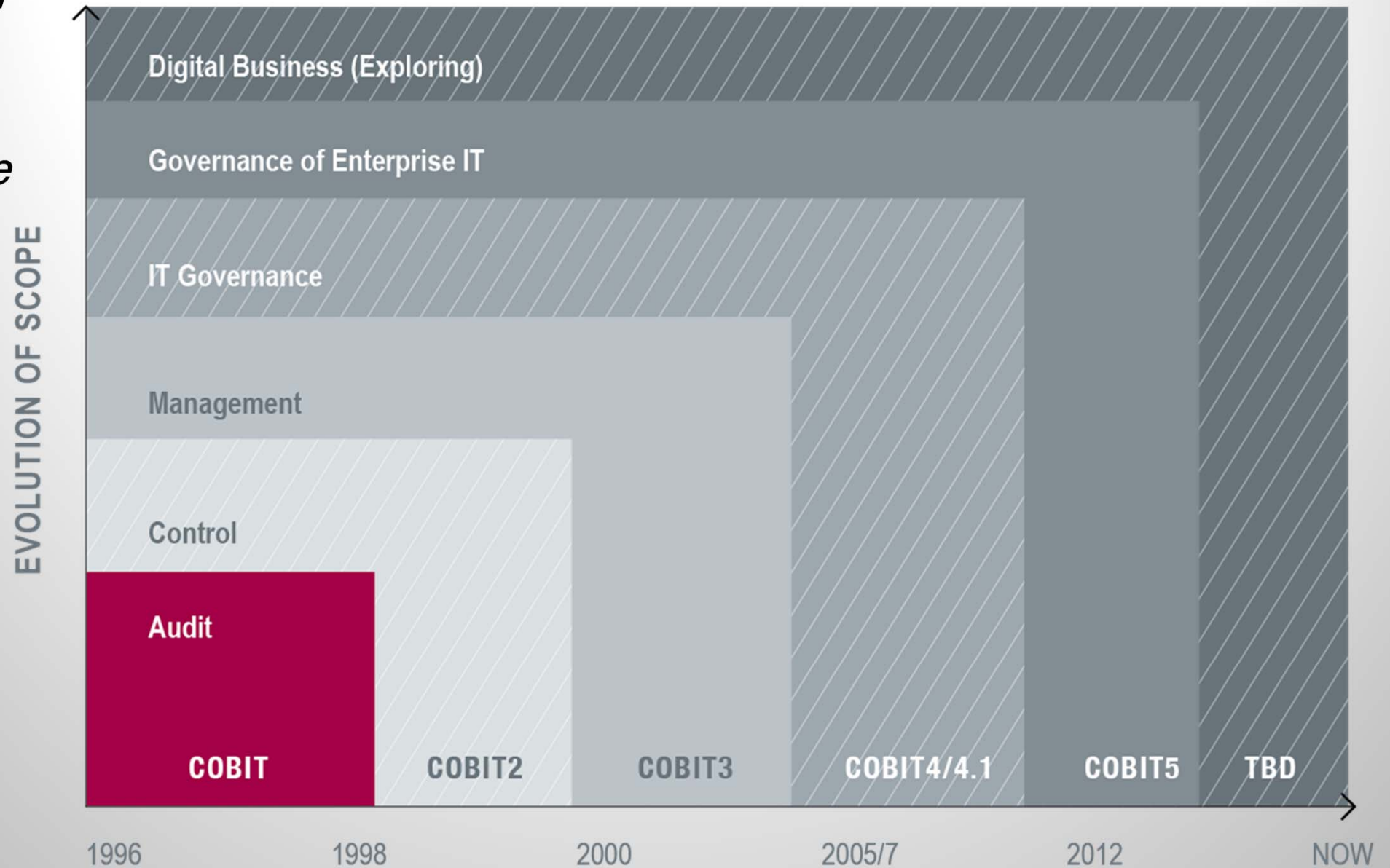
The background of the slide is a photograph of a person's hands. One hand is holding a smartphone, and the other is resting on a laptop keyboard. The scene is softly lit, with a warm, golden glow from the top left. A large, dark red, curved graphic element sweeps across the bottom right of the image, partially obscuring the laptop and the lower part of the hands.

# *PRODUCT SERVICES & PORTFOLIO*



*COBIT 5*

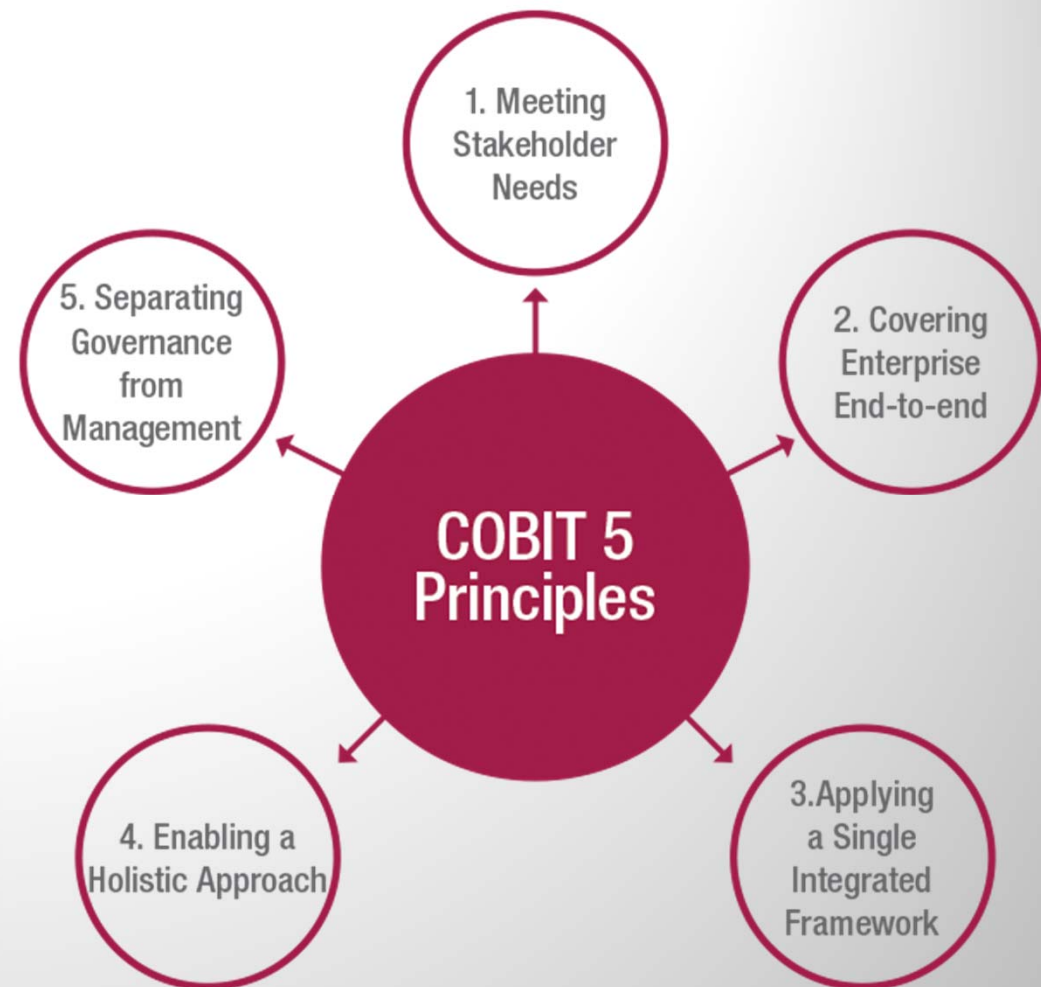
# *COBIT Past & Future*



# COBIT 5

*COBIT 5 helps enterprises create optimal value from IT by maintaining a balance between realising benefits and optimising risk levels and resource use.*

*COBIT 5 enables information and related technology to be governed and managed in a holistic manner for the entire enterprise, taking in the full end-to-end business and functional areas of responsibility, considering the IT-related interests of internal and external stakeholders.*



*SOURCE: COBIT® 5, figure 2. © 2012 ISACA® All rights reserved.*



# COBIT 5 Products

## 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

*SOURCE: COBIT® 5, figure 11. © 2012 ISACA® All rights reserved.*



COBIT<sup>®</sup>5  
AN ISACA<sup>®</sup> FRAMEWORK

*Nurture and continue to build COBIT training and usage globally and, where appropriate, leverage other valued frameworks*



+610,000

downloads of COBIT 5  
publications



+890,000

COBIT Online page views  
since its September  
2014 launch



11,677

COBIT 5 exams taken  
in 2015

The background features a blurred image of a city skyline at night, with numerous lights from buildings and streets. Overlaid on this are several large, semi-transparent geometric shapes: a large teal hexagon on the left, a large orange hexagon on the right, and a large red hexagon at the bottom right. A dark red curved shape is also visible at the bottom left. The text "Cyber Security" is written in a white, italicized serif font in the lower-left area.

*Cyber Security*

# *Holistic Cyber Security Program*

*CSX is designed to help fortify and advance the industry by educating, training and certifying a stronger, more informed workforce that can keep organizations and their information secure—now and in the future. CSX is the only “one-stop shop” for all things cyber security. You’ll find just the right guidance, training and educational events to meet your needs, no matter where you are in your career.*



*Resources &  
Publications*



*Membership*



*Credentialing  
and  
Training*



*Education &  
Conferences*



*Career  
Development*



# CSX Website

*The CSX site is the main hub for ISACA's holistic cyber security program. Explore all that CSX has to offer at <https://www.cybersecurity.isaca>*

**CSX**  
CYBERSECURITY NEXUS

SHARE SEARCH LOGIN

## GAINED NOT GIVEN

Experience and judgment. Strength and momentum. Confidence and trust. They're all gained by the things we accomplish. And like anything truly valuable, they're never just given. Cybersecurity Nexus™ (CSX) is a new program designed for the most ambitious cyber security professionals, empowering them to elevate their work, take control of their career paths and earn their place amongst the best.

LEARN MORE DISCOVER CSX

### JOIN THE BEST OF THE BEST

Unlock the full potential of your Cybersecurity Nexus experience and elevate your career by becoming a member of ISACA.

BECOME A MEMBER

### GET CERTIFIED. GET NOTICED.

Prove your place among the industry leaders and advance your career by earning a performance-based CSX Practitioner certification.

GET CERTIFIED

### LAY THE FOUNDATION.

Launch your career by exploring the industry standards, guidelines, and practices with Cybersecurity Fundamentals Certificate.

ENROLL TODAY

### BECOME A MEMBER

#### ADVANCE YOUR CAREER

Gain valuable tools to maximize your career potential and lead you to the forefront of the workforce.

#### PRACTICE + LEARN

Accelerate your ambitions with skills-based training, webinars, global conferences, and more.

#### GET CERTIFIED

Prove you have what it takes by earning one of our performance-based CSX certifications.

#### YOUR CSX

Access your purchased course materials and labs, register for exams and track your progress.

#### CSX CAREER TOOL

#### THREATS & CONTROLS

#### RESOURCES





# *ISACA CERTIFICATION*

# *ISACA Core Certification Base*

*ISACA's portfolio of experience-based certifications provides individuals and their employers the recognition and credibility of credentials from the global leader in IT certifications.*



- *CISA, the “gold standard” in IT assurance certifications, first offered in 1978, has been earned by more than 125,000 IT audit, security and control professionals.*



- *CISM, launched in 2002, has been earned by more than 32,000 information security management professionals.*



- *CGEIT, developed in 2007, now has more than 7,000 IT governance professionals holding the certification since inception.*



- *CRISC, started in 2010, lists over 20,000 IT risk and control professionals who have earned the certification.*

# Certification Types & Targets



***CISA** is a globally recognized certification for IS audit, control, and security professionals with 3 –5 years of experience in these roles. CISAs are recognized internationally as professionals with the credibility to leverage standards, manage vulnerabilities, ensure compliance, offer solutions, institute controls and deliver value to the enterprise. Often, CISA is a mandatory qualification for employment as an IT auditor.*



***CISM** targets individuals with 3 –5 years of experience managing, designing, and overseeing and assessing enterprise information security. The management-focused CISM is the globally accepted achievement for individuals who develop, build and manage enterprise information security programs.*



***CGEIT** recognizes professionals with 5 or more years of experience establishing and managing a framework for the Governance of IT as-well as serving in an advisory or oversight role, and/or otherwise supporting the governance of the IT-related contributions. CGEIT-certified professionals deliver on the focus areas of IT governance and approach it holistically, enhancing value to enterprises.*



***CRISC** is designed for those with 3 or more years of experience in the management of IT risk, and the design, implementation, monitoring and maintenance of IS controls. The CRISC certification is for IT and business professionals—including risk and compliance professionals, business analysts and project managers.*



**ISACA**

# *TRAINING & EDUCATION*

# *Training & Education Landscape*

*ISACA' designs Training & Education approaches for education leadership and delivering innovative learning programs for individuals and organizations*

- Affordable, convenient, flexible learning solutions*
- Incredible conferences and educational events*
- Solutions for enterprise clients that extend beyond instructor-led training*
- Relevant, customizable, consumable content*
- Industry recognized exam prep for ISACA core certifications*
- Expanding global footprint*
- Incorporate technical and soft skills*



# 2016 Training & Education Highlights

- *In-Person 3 new conferences to the global program*
  - *Conference enhancements*
  - *CSX boot camps in 6 North America cities*
  - *Global Leadership Summit*
- *Online Learning-- New Learning Management System*
  - *5 virtual instructor led exam prep courses*
  - *Redesign of the self paced, web based CISA Online Review Course*
  - *COBIT 5 video series / Sunset COBT 4.1 online learning*
- *Core certification exam preparation*
  - *eBooks for core certification review manuals*
  - *CISM Review Manual and QAE – Edition 15*
  - *Custom curriculum development for strategic business initiatives*
- *New Accredited COBIT 5 Training Program Partner*

# *Training & Education Approaches, Audiences*

## *— Conferences*

- > CSX – cybersecurity technologists*
- > CACS – audit, risk, compliance and security professionals*
- > GRC – governance, risk and control professionals*

## *— Training Weeks – audit, security, risk and governance professionals*

## *— Online Learning and events*

- > Core certification exam candidates*
- > Audit, security, risk and governance professionals*

## *— Certificate Programs*

- > COBIT 5 – IT auditors, IT managers, IT quality professionals, IT leadership, IT developers, process practitioners and managers in IT service providing firms*
- > CSX Fundamentals – Audit, risk, compliance, information security, government and legal professionals with a familiarity of basic IT/IS concepts, professionals that are new to cybersecurity, students*

# *JOINING FORCES*

*ISACA's recent acquisition of CMMI Institute results in:*

*Shared  
Vision*

*Holistic  
Solutions*

*Greater  
Reach*

*Collaborative  
Innovations*

*Enhanced  
Product  
Portfolio*



## *What is CMMI<sup>®</sup> Institute*

*CMMI Institute leverages over 20 years of ongoing work at Carnegie Mellon University by:*

- *Members of industry*
- Members of government
- The Software Engineering Institute, a research facility funded by the U.S. federal government

*This work established the Capability Maturity Model Integration (CMMI)<sup>®</sup>, a capability improvement framework that guides organizations in high-performance operations.*

# *What is CMMI® Institute*

*CMMI Institute offers a performance-improvement framework for helping organizations implement best practices across eight key capability areas:*

- Project and Work Management*
- People Management*
- Service Delivery and Management*
- Process Management*
- Supporting Infrastructure*
- Product Engineering and Development*
- Supplier Management*
- Data Management*

# *CMMI: A Framework for Improving Performance*

*The Capability Maturity Model Integration (CMMI®) is a world-class performance improvement framework for competitive organizations that want to achieve high-performance operations:*

- Building upon an organization's business objectives, CMMI provides a set of practices for improving processes
- CMMI creates a performance improvement system that paves the way for better operations and performance

*CMMI helps you to build and manage performance improvement systems that fit your unique environment and satisfy your most important stakeholders.*



## *The Global Impact of CMMI®*



*Over 10,000*  
*organizations*



*101*  
*countries*



*12*  
*national governments*



*10*  
*languages*



*500*  
*partners*



*1,900+*  
*appraisals in 2015*

# ISACA Enterprise Approach



# Enterprise Clients & Partners

## Financial & Banking



## Retail



## Insurance



## Government & Public Section



## Channel Partners





# *TRENDS & OPPORTUNITIES FOR IMPACT*

# *IS AUDIT/ASSURANCE*

## *Industry Trend*

- *Emerging technology and infrastructure changes will bring new challenges and risks.*
- *IT audit risk assessments will need to be conducted more frequently.*
- *Cybersecurity and privacy are rated as top technology challenges of IT auditors.*
- *Audit committees are becoming more engaged in IT audit.*
- *Enterprises face significant IT audit staffing and resource challenges.*

## *ISACA Imperative*

- *Increase engagement with leaders in the field.*
- *Use data insights to generate new tools for professionals and Audit Committees.*
- *Recognize that technology is changing the way auditors plan and execute audits.*

# *IT Governance*

## *Future Trend*

- *IT governance will increasingly need to address risk management and cybersecurity.*
- *Accounting standards such as GAAP and IFRS will continue to converge.*
- *Organizations will increasingly establish data governance policies and practices.*

## *ISACA Imperative*

### *Further guide enterprises on:*

- *Increasing transparency*
- *Ensuring disciplined internal controls*
- *Improving the agility of IT governance*
- *Expanding utility of IT governance*
- *Creating robust value-creation plans*
- *Developing results-focused milestones*



# *IT Risk*

## *Future Trend*

- *Boards of directors will increase the risk qualifications of members.*
- *Regulations will spur development of new internal policies.*
- *Staff will be encouraged to proactively identify and mitigate risk.*
- *Operations will need to evolve to address performance and go-to-market risk.*
- *Emerging technologies will address global problems and create new capabilities, but also present hard-to-foresee risk.*

## *ISACA Imperative*

- *Increase practical guidance on risk related to new technology.*
- *Improve understanding of business risk in addition to technical risk, in the context of enabling innovation.*
- *Develop practical risk-related guidance on Basel III and operational risk.*

# Cybersecurity

## *Future Trend*

- *Viewed as a technology issue, not a business imperative.*
- *Cyber security skills gap is widening, creating waning confidence that most teams can handle anything beyond the most basic attacks.*
- *There is a critical need to educate CEOs and board of directors on the strategic, cross-enterprise value of cyber defense and the importance of moving to a skills-based training approach to develop the cyber workforce.*

## *ISACA Imperative*

*CSX provides the first and only “one-stop shop” providing a complete solution and covering the career lifecycle for cyber security professionals.*

- *Credentialing and Training*
- *Education/Conferences*
- *Membership*
- *Resources/Publications*
- *Career Management*

**THANK YOU**

*Questions & Next Steps*

# *ADDITIONAL SLIDE OPTIONS*

You Plural: People, the individual,  
the organization, the CIO, the  
industry

Focusing on the grand possibilities,  
rather than dangers lurking

Purpose:

*Help you realize the positive potential of technology.*

We play an  
assistive role; our  
products enable

Bring to fruition;  
get the most  
out of

Speak about our business in  
the broadest of terms so we  
don't box ourselves in

Mitigation of risk, establishing  
credibility, certification of individuals

Technology applied in way that  
delivers efficacy, innovation and  
growth

Promise:

*Inspire confidence that enables innovation through technology.*

We're training, growing and nurturing

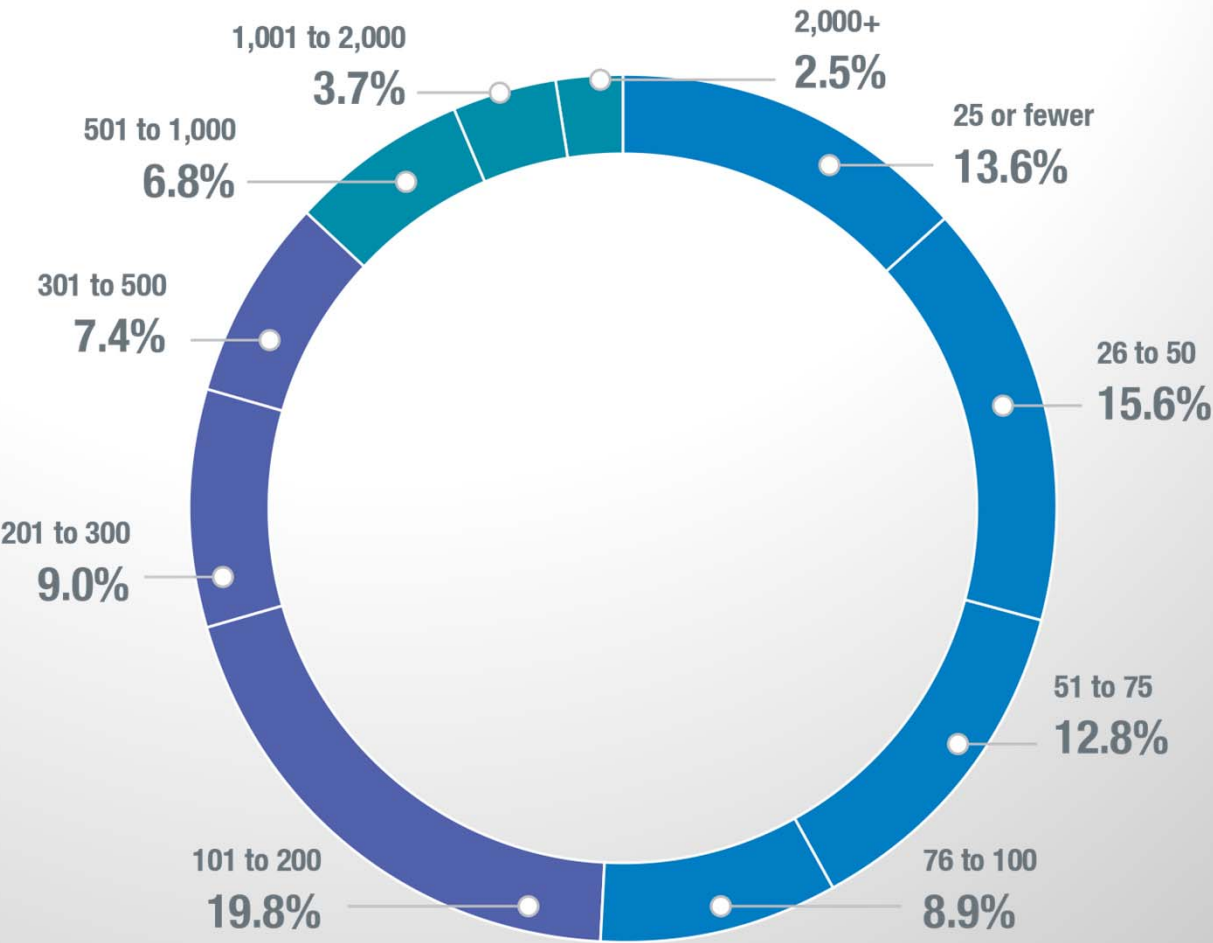
# CMMI® Works for Organizations of All Sizes

Number of Employees:

1 to 100: 58%

101 to 500: 36.2%

501 to 2,000+: 13%





## *The Value of Mature Capabilities*

- *Defects*
- *Cost*
- *Time*
- *Risk*



**CAPABILITIES**



- + *Quality*
- + *Time to Market*
- + *Customer Satisfaction*
- + *Performance*

