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
1969: Group formalized as EDP Auditors Assoc.

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

1978: CISA program launched

1986: First EuroCACS held

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

1996: COBIT first issued

1998: IT Governance Institute created

2002: CISM launched

2006: ISACA goes by acronym only

2007: CGEIT launched

2010: CRISC introduced

2014: CSX launched

2019: ISACA turns 50
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.
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  
   Exec Sponsor: Frank Schettini

2. Execution, Market Penetration and Build-out of Cyber Security Program and Portfolio  
   Exec Sponsor: Matt Loeb

3. Increase Market Penetration of Core Product Portfolio with Focus on Emerging Market Opportunities  
   Exec Sponsor: Ken Kujundjic

4. Accelerate Incredible Internal and External Customer Experience Delivery  
   Exec Sponsor: Tim Mason

5. Refinement of Local Engagement and Development of Priority Strategic Partnership  
   Exec Sponsor: Tara Wisniewski

6. CMMI Institute Acclimation  
   Exec Sponsor: Robb Micek
ISACA Growth: Membership & Presence

ISACA Membership Growth Year over Year

- 2011: 83,290
- 2012: 88,886
- 2013: 94,777
- 2014: 99,329
- 2015*: 104,354

214 CHAPTERS WORLDWIDE
MEMBERS LOCATED IN 185 COUNTRIES
More Detail on Membership Growth

Total Membership by Region (in thousands)

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

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

**Members at Colleges and Universities**
- Full-time Student Member rate US $25.

**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.
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
COBIT Past & Future

- Digital Business (Exploring)
- Governance of Enterprise IT
- IT Governance
- Management
- Control
- Audit

COBIT 1996
COBIT2 1998
COBIT3 2000
COBIT4/4.1 2005/7
COBIT5 2012
TBD NOW
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.
Nurture and continue to build COBIT training and usage globally and, where appropriate, leverage other valued frameworks.
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.
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
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.
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 COBIT 4.1 online learning

- **Core certification exam preparation**
  - eBooks for core certification review manuals
  - 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® 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)®, 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 Business Development & Sales**

- **Channel**
  - Focus on smaller, more regionally focused partners
  - Expand from selling only CSX to Core ISACA, as well
  - Engage CMMI Partner Network thoughtfully

- **Direct**
  - Sell Core ISACA products thru Enterprise Bundles
  - Target C-level for CSX
  - $3.8M of pipeline

- **Inbound**
  - Capture quick sales from web, phone, etc.
  - Mine small sales for a bigger, direct sale
  - Build out an Inbound/Outbound Sales function for future
Enterprise Clients & Partners

Financial & Banking
- BARCLAYS
- JPMorganChase
- Scottrade
- Bank of America
- HSBC

Retail
- Walgreens
- Sears
- Target
- Sony
- Amazon

Insurance
- Allstate
- State Farm
- National Western Life Insurance Company
- ING
- Zurich

Government & Public Section
- Office of Inspector General, U.S. Department of the Interior
- Board of Governors of the Federal Reserve System
- United States Coast Guard, U.S. Department of Homeland Security
- Fannie Mae
- British Columbia

Channel Partners
- Deloitte
- USF, University of South Florida, College of Marine Science
- Global Knowledge
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
Help you realize the positive potential of technology.

Purpose:
- We play an assistive role; our products enable
- Bring to fruition; get the most out of
- Mitigation of risk, establishing credibility, certification of individuals

Promise:
- Inspire confidence that enables innovation through technology.
- We’re training, growing and nurturing
- Technology applied in way that delivers efficacy, innovation and growth
CMMI® Works for Organizations of All Sizes

Number of Employees:

1 to 100: 58%

101 to 500: 36.2%

501 to 2,000+: 13%

Source for these statistical analyses: http://cmmiinstitute.com/resources/process-maturity-profile-december-2014
The Value of Mature Capabilities

- Defects
- Cost
- Time
- Risk

CAPABILITIES

+ Quality
+ Time to Market
+ Customer Satisfaction
+ Performance