

## Session #G13

<b>Presenter:</b>	Yong-Gon Chon
<b>Presentation Title:</b>	Security Effectiveness Metrics - Creating a Compelling Business Case
<b>Abstract:</b>	
<p>Today's Information Security Leaders are facing more pressure to demonstrate the effectiveness of their programs from business owners, regulators, and from internal and external customers. How does your organization value your contributions to the bottom line if <i>NOTHING</i> happens when you're doing your job well? No incidents...\$0. No viruses...\$0. Staying off the evening news because you didn't suffer a privacy compromise...PRICELESS. In this session, we will explore the various metrics that Fortune 500 companies and Federal Agencies use to tell a compelling security story. We will show you how to use these metrics to support your business case that will allow your organization to operate without concern. This session will help enable you to evolve your security program by integrating a business value message into every security project.</p> <p>The participant will learn more about:</p> <ul style="list-style-type: none"> <li>• Security metrics being used in the public and private sector today</li> <li>• Quantifying your security program's effectiveness</li> <li>• How to build security value chains into the business</li> <li>• Strategies for proving the elusive Return on Security Investment (ROSI)</li> </ul> <p>Session Objectives: Provide an understanding of how and why programs security programs fail, using metrics to support security initiatives, reporting success, benchmarks across the industry.</p> <p>Skills Learned: You will learn how to more effectively use security metrics to build business cases for your initiatives. Additionally, you will be able to reflect on your current organization's metrics against the collective experiences of Fortune 500 organizations and Federal agencies.</p> <p>Applying this session: You will be able to build more effective security business cases by quantifying success and relating results more effectively to your core business.</p>	
<b>Target Audience:</b>	
Target audience: Chief Security Officers, Information Security Leadership, Experienced Security Professionals responsible for justifying security spending.	
<b>COBIT Objectives:</b>	
DS1,2,3,5,6,7 PO1,5,9 ME2,3	
<b>Speaker Bio:</b>	
<p>Mr. Chon is an Information Security Subject Matter Expert for over 14 years and has helped Federal Agencies and Fortune 1000 customers with build effective security programs and demonstrate compliance to FISMA, ISO17799, SOX, GLBA, NERC, HIPAA and PCI. Mr. Chon has appeared on CNN, MSNBC, ABC, and Fox News as a security expert on topics such as Mobile Computing Viruses, Denial of Service Attacks, and Vulnerability Intelligence. Mr. Chon received Forbes Magazine whitepaper of the week honors for "Justifying Security Spending" and wrote the Information Security Magazine cover story, "Wide Open on Port 80." As an adjunct professor at the George Washington University, he was responsible for leading UNIX and TCP/IP courses and mentoring other instructors on the security aspects of course materials. As SecureInfo's Senior Vice President of Services, Mr. Chon is responsible for driving the strategy and direction for SecureInfo's services line of business. Previously, Mr. Chon was Director of Compliance at Cybertrust, where he drove the company's strategy for compliance products and services. Prior to the formation of Cybertrust, Mr. Chon was Director of Consulting at TruSecure. At TruSecure, Mr. Chon developed a world-class professional security services organization from grass roots to global delivery and developed the first application security certification based on continuous essential practices.</p>	