

Security & Compliance: Taking a Business Perspective

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Professional Strategies – S24

Session Abstract

Attend this session to understand the value and best practices for taking a business-driven approach to identity management, and finally connecting the line-of-business with compliance needs.

Today's business landscape is changing rapidly. Transformation across business, IT, and security and compliance are all driving increased complexity and rapid change. Demands for user access to information resources have expanded beyond the scope of internal employees, to now include partners, customers, suppliers, and vendors. Information resources have also expanded beyond traditional on-premise applications, and now encompass cloud and mobile systems. As a result, it's nearly impossible to get a clear understanding of who has access to what, let alone reliably achieve the desired level of security compliance. A new approach is needed – one that focuses on applying business and application context to solve the compliance puzzle.

Target Audience

This session is tailored to those who are interested in taking a business-driven approach to identity management. The session will map the value of connecting the line-of-business with compliance, and go through best practices seen in real-life scenarios. This discussion will benefit those in IT Security & Compliance, as well as business-users in organizations.

COBIT Objectives or Processes

Speaker Bio

Yolanda is a Senior Product Marketing Manager at RSA, the Security Division of EMC. At RSA, she focuses on driving the go-to-market direction of RSA's cloud-based Identity Management and Governance solutions. In this capacity, she enjoys learning about customer challenges and finding creative ways to address these needs in today's identity market. Yolanda has a diverse background across engineering, strategic planning, and product marketing. She holds a Bachelors of Science in Electrical Engineering from UCLA, and an MBA in Technology Management and Marketing at Babson College. When she's not working you can find her running, hiking, biking, or just about anything that will get her outdoors.

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