Security On a Budget

Measuring ROI
Bill Laberis
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Security and ROI

- All Security Product Purchases Require Justification
- Security for Security's Sake is Not Sufficient (Not Just About Reducing Threats)
- Proposal Must Differentiate between Hard and Soft Dollar Savings
Tangible Benefits

- **Hard Dollar**
  - Hard Dollar Savings Reduce Budgeted Costs Such as Salaries
  - Reducing Help Desk Calls with Single Sign-On (SSO)
    - Only One Password to Remember, Instead of 15-20
  - Reduce or Re-Deploy Help Desk Staff
  - Shift Customer/Partner Inquiries from Telephone Support to Web Site

- **Soft Dollar**
  - Not Directly Associated with Budgets
    - Improve Customer Satisfaction
    - Develop Proactive Defenses with Intrusion Detection and Vulnerability Assessment
    - Provide Greater Customer Convenience Because SSO Eliminates Customer Need for Multiple Passwords and Log-Ons
Threats: Internal vs. External

- **External**
  - 2001 Survey Respondents Said 70% of Attacks from External Sources
  - Respondents Reported Quantity Increased from 2x to 10x

- **Internal**
  - 2000 Survey Said 60% Internal versus 40% External

- **Reconciliation of Contradiction**
  - Number of External Threats Dramatically Increased Last year
  - With Reasonable Security, 97% of External Threats Are No Problem
  - Majority of Internal Threats are Serious Problems
Calculating ROI

- Document the Baseline: Before Installation
  - When, Where, Why, and What Did You Measure?
  - Who Did the Measurements?
- Decide When You Will Measure After the Installation
  - Review Baseline Documentation with Original Evaluators
  - Compare Before and After Scenarios for Hard and Software Dollar Savings
- Technology is Less Important than Repeatable ROI Methodology

IDC - Analyst for the Future
Software Calculators: TCO & ROI

TCO (Total Cost of Ownership)
- Costs of Ownership Personnel (Measure tasks on an hours/week, not just the number of people)
- Hardware
- Software
- Networking
- Telecom Services
- Professional Services

ROI (Return on Investment)
- Historical Baseline
- Before & After Costs
- Payback Model
- Real ROI
- Hard Savings
- Soft Savings
- Cost of Money
- Tax Rate
Packaged ROI Software

- Manual Process Comes First
- Value of Packaged ROI Software
  - Structured Process
  - Descriptions of Cost Factors
  - Automated Calculations
- Customers Should Closely Examine and Understand the ROI Logic
Michael Young
CEO & Founder
Home & Biz.net
Information Security Investment

♦ The business mantra of security is about Risk Management. As with all other aspects of business, the risks have to be weighed against the desired gain. Like a mutual fund manager an organizations risk tolerance has to be established to determine the investment required.

♦ Then intangibles
  - Trust
  - Reputation
  - Marketability
ROI – A Business Proposal

- Security ROI can be determined by two basic concepts:
  - Good Security Practices
  - Great Security Solutions

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Good Security

- Quality Trained Security Professionals
- Well Defined Policies and Standards
- Consistent Change Management
- Consistent Configuration Management
- Security Patch program
- Semi-Annual Review and Internal Audits
- User Training.
Great Security

- Good Security +
- Managed Security to Include
  - Managed Anti-Virus
  - Email Filtering
  - Intrusion Detection
  - Event Monitoring and Correlation
- Process or Business Enablers
  - PKI and Digital Certificates
  - LDAP and Session Management
  - VPN and Web Portal Services
  - Screened Email
Security as a Profit Motive

- Information Security is normally seen as an additional cost item that is weighed against the businesses ability to make a profit.
- It is necessary for security and IT professionals to evaluate security and IT jointly as a profit generator.
- This can be accomplished by a smart, simple and subtle marketing campaign.
Bart Stidham
Independent Technology Consultant
Integrate Security

- Integrating security into an organization's entire IT strategy can significantly reduce overall security spending.
- Retrofitting security is extremely expensive, frequently costing 2 or 3 times as much as an initial deployment.
Security Increases Survivability

- A robust infrastructure design will increase the likelihood of surviving any major event - including significant business upturns as well as attacks.
- A robust infrastructure design also makes hardware and software upgrades much easier by allowing for components to be "traded out" while the system is live.
Key Recommendations

- Get in front of security issues
- Virtually all major security holes are known to security professionals before major problems arise
- Tracking security threats pro-actively will keep you ahead of hackers
Coming up...

The Bill Laberis Take-Away
The Bill Laberis
Take-Away
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