

ISACA Round Table

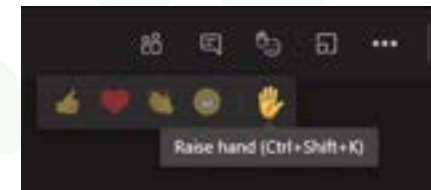
Risk management in a business language

March 27, 2024

House Keeping !



- Please **mute** your microphone and **stop sharing your video** camera as soon as you enter the session
- **Make sure you appear on MS Teams with the same First Name, Last Name used for registration to acquire CPEs**
- CPE points are awarded if you have attended the session for at least 50 minutes (ISACA Global Guidelines - <https://www.isaca.org/credentialing/how-to-earn-cpe>)
- Presentation will be recorded, along with the slides it might be released by mail after the session
- If you have any questions, please use the **raise hand** feature or type it in the chat box



Our Speaker Today



VINCENT VAN DIJK

Vincent van Dijk MSC is the owner of Security Scientist. He writes articles on his website (securityscientist.net) read by 5000+ readers a month. And, his articles were published in ISACA's and PvIB's magazines. Furthermore, his latest study into cybersecurity for SMBs led to the creation of the Cybersecurity Canvas — a methodology that helps numerous SMBs with cybersecurity.

Our Speaker Today



GILBERT VAN ZEIJL

Gilbert van Zeijl, MSc, runs a one-man business helping SME organizations with information security and privacy. Mainly in the role of part-time Security- and Privacy Officer on a B2B basis. Gilbert works over 30 years in IT, of over 20 years in quality and compliance for Information. Read more on DPOservice.nl.

For business jubileum, Gilbert is publishing his experience in Risk model Canvas with Vincent van Dijk.

Agenda

- Opening & about us
- Risk Model Canvas
- Case studies
- Discussion and feedback

Quote

The best way to communicate risk to Senior Management is by knowing very well the business model, the strategic business plans and objectives through projects that must be implemented in the semester in which you are going to present your risks.

Quote: Ciro Bonilla from ISACA Engage platform.

The value of Cybersecurity.



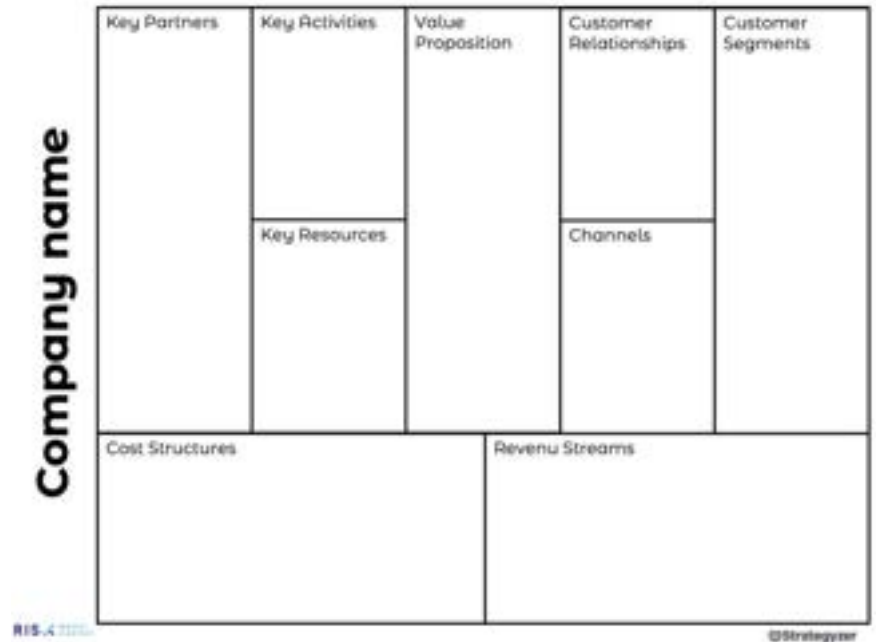
Value = degree of alignment of business, risk and controls

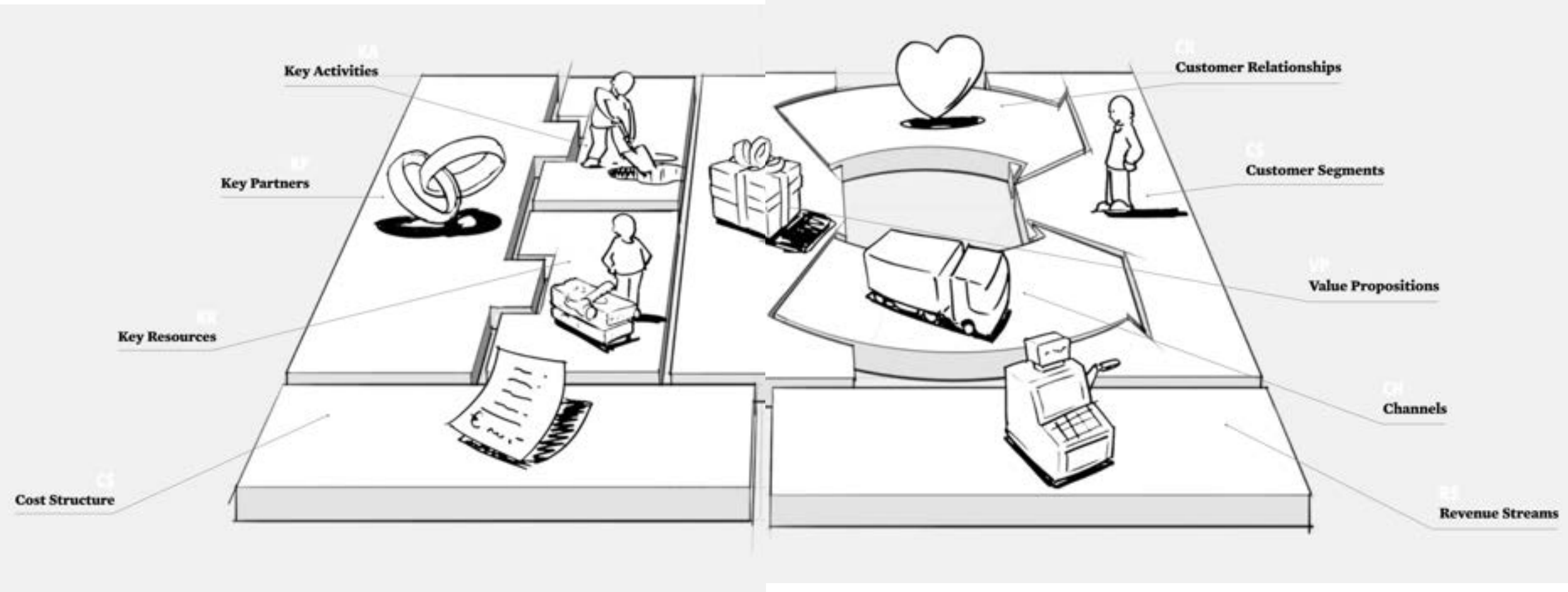


Strategic level risk
management.

Why: Risk Model Canvas

- Get management ownership
- Capture management's 'gut' feeling.
- One A4; Pragmatic, aligned with business
- Framework for completeness
- Compliant with ISO High Level Structure






Google






Value Proposition

- For the user: Ultra-fast web browser with access to many Google services and products
- For website owners: Good organic traffic, ad revenue
- For businesses: Targeted ads with access to multiple tools





Google

 Value Proposition <ul style="list-style-type: none">• For the user: Ultra-fast web browser with access to many Google services and products• For website owners: Good organic traffic, ad revenue• For businesses: Targeted ads with access to multiple tools	 Customer Relationships <ul style="list-style-type: none">• A self-service accurate and fast search engine
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Google

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	 Channels <ul style="list-style-type: none">• Website• Google AdSense affiliates• Mobile App• Desktop App• YouTube• Gmail• Chrome







Google

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	 Channels <ul style="list-style-type: none">• Website• Google AdSense affiliates• Mobile App• Desktop App• YouTube• Gmail• Chrome	








Google

 Key Activities <ul style="list-style-type: none">• Acquisitions• Infrastructure Development• Product Expansion	 Value Proposition <ul style="list-style-type: none">• For the user: Ultra-fast web browser with access to many Google services and products• For website owners: Good organic traffic, ad revenue• For businesses: Targeted ads with access to multiple tools	 Customer Relationships <ul style="list-style-type: none">• A self-service accurate and fast search engine	 Customer Segments <ul style="list-style-type: none">• Users• Advertisers• Content publishers (website owners with listings and information to share)
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 Key Resources <ul style="list-style-type: none">• Brand• Variety of free to use products and services• Ad Infrastructure• Acquisitions		 Channels <ul style="list-style-type: none">• Website• Google AdSense affiliates• Mobile App• Desktop App• YouTube• Gmail• Chrome	

Google

 Key Partners <ul style="list-style-type: none">• Developers• Users• Website and blog owners• Content Creators• Advertisers• HTC and T-Mobile• Investors• Stanford faculty members• Yahoo• Local U.S government	 Key Activities <ul style="list-style-type: none">• Acquisitions• Infrastructure Development• Product Expansion	 Value Proposition <ul style="list-style-type: none">• For the user: Ultra-fast web browser with access to many Google services and products• For website owners: Good organic traffic, ad revenue• For businesses: Targeted ads with access to multiple tools	 Customer Relationships <ul style="list-style-type: none">• A self-service accurate and fast search engine	 Customer Segments <ul style="list-style-type: none">• Users• Advertisers• Content publishers (website owners with listings and information to share)
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Google



Google



Business Model Canvas + Risk



BMC + Risk = Risk Model Canvas

SAAS Company

Key Partners Operational Finance Administration Recruitment Agencies Investors Marketing partner IT Infrastructure Hosting Cloud provider Data suppliers Software-library supplier Software module supplier Knowledge Industry Network & alliances Knowledge partner	Key Activities Product Development (Design, Build, Test, Maintain) Product delivery (Configure, test, release, maintain) Customer Support (Support, Gather, Analyze & Report on data) Sales & Marketing	Value Proposition Software as a Service White label / Own label	Customer Relationships Trust and communication	Customer Segments Companies in need of the platform
	Key Resources Developers Designers All other employees (Sales, HRM, finance, customer support) Owners, shareholders Code base (IP) Production data		Channels Website & App Direct targeted marketing Brokers	
Cost Structures 70% Human resource relates costs 30% Other costs (Housing, Data and Telecom costs and Cloud, Marketing, PR & Advertising, and Travel costs)		Revenue Streams Recurring Revenue 80% Custom Development 20 %		

The three steps of Risk Model Canvas

- Step 1: describe the context with Business Model Canvas
- Step 2: prepare risk definitions and appetite; how much risk is your organization willing to deal with
- Step 3: Analyze high-level risk and objectify management's gut feeling



Case 1

Quality Risks of an IT Service Provider

SAAS company

<p>Key Partners</p> <p>Operational Finance Administration Recruitment Agencies Investors Marketing partner</p> <p>IT infrastructure Hosting Cloud provider Data suppliers Software library supplier Software module supplier</p> <p>Knowledge Industry Network & alliances Knowledge partner</p>	<p>Key Activities</p> <p>Product Development (Design, Build, Test, Maintain)</p> <p>Product delivery (Configure, test, release, maintain)</p> <p>Customer Support (Support, Gather, Analyze & Report on data)</p> <p>Sales & Marketing</p> <p>Key Resources Developers Designers All other employees (Sales, HRM, finance, customer support) Owners, shareholders</p> <p>Code base (IP)</p> <p>Production data</p>	<p>Value Proposition</p> <p>Software as a Service</p> <p>White label / Own label</p>	<p>Customer Relationships</p> <p>Trust and communication</p>	<p>Customer Segments</p> <p>Companies in need of the platform</p>
<p>Cost Structures</p> <p>70% Human resource relates costs</p> <p>30% Other costs (Housing, Data and Telecom costs and Cloud, Marketing, PR & Advertising, and Travel costs)</p>		<p>Revenue Streams</p> <p>Recurring Revenue 80%</p> <p>Custom Development 20 %</p>		

Case 2
Use of EHR by
healthcare professionals

Healthcare Org

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Healthcare partners:	Deliver Care Organize Care	Deliver Health Care to patients. Organize integrated care.	Agreement Insurance companies	Patients / Clients Healthcare partners in integrated care
Medical suppliers, pharma, equipment	Financial administration Continuous education		Channels Website Patient app EHR-portal Bulletin board in the waiting room.	
Electronic Health Record supplier IT- supplier	Key Resources Patient Records Personnel Knowledge & organization	Financial administration supplier		
Patient council				
Cost Structures Personnel costs Housing, medical equipment Medication, spendable equipment Education IT costs, including EHR Other costs		Revenue Streams Declarations to health insurance. Direct invoicing Grants		

Case 3

Availability & Integrity

EHR

Healthcare Org

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Healthcare partners:	Deliver Care Organize Care	Deliver Health Care to patients. Organize integrated care.	Agreement	Patients / Clients Healthcare partners in integrated care
Medical suppliers, pharma, equipment	Financial administration Continuous education		Insurance companies	
Electronic Health Record supplier IT- supplier	Key Resources Patient Records Personnel Knowledge & organization		Channels Website Patient app EHR-portal Bulletin board in the waiting room.	
Financial administration supplier				
Patient council				
Cost Structures		Revenue Streams		
Personnel costs Housing, medical equipment Medication, spendable equipment Education IT costs, including EHR Other costs		Declarations to health insurance. Direct invoicing Grants		

Case 4

Standard versus Custom
code risk

SAAS company

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Case 5
Labor market, IT
professionals

SAAS company

<p>Key Partners</p> <p>Operational Finance Administration Recruitment Agencies Investors Marketing partner</p> <p>IT infrastructure Hosting Cloud provider Data suppliers Software library supplier Software module supplier</p> <p>Knowledge Industry Network & alliances Knowledge partner</p>	<p>Key Activities</p> <p>Product Development (Design, Build, Test, Maintain)</p> <p>Product delivery (Configure, test, release, maintain)</p> <p>Customer Support (Support, Gather, Analyze & Report on data)</p> <p>Sales & Marketing</p> <p>Key Resources</p> <p>Developers Designers All other employees (Sales, HRM, finance, customer support) Owners, shareholders</p> <p>Code base (IP)</p> <p>Production data</p>	<p>Value Proposition</p> <p>Software as a Service</p> <p>White label / Own label</p>	<p>Customer Relationships</p> <p>Trust and communication</p> <p>Channels</p> <p>Website & App</p> <p>Direct targeted marketing</p> <p>Brokers</p>	<p>Customer Segments</p> <p>Companies in need of the platform</p>
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Discussion

Links

Risk Model Canvas:

- www.RiskModelCanvas.net