ISACA Status and Strategy

Emil D’Angelo, CISA, CISM
ISACA International President
Agenda

- Status of key operational areas
- Web site renovation
- Strategy update
Another great year for membership growth. Especially pleased to have added several chapters during the year, enabling us to end calendar year 2008 with more than 180 chapters.
Overall growth made possible by this record of growth in every geographic area.
All three certifications continue on their very successful path.

CISA – More than 28,000 registered for 2008 exams. In fact, recently certified 70,000th!

CISM – 5,000-plus registered for June and December 2007 exams, and 10,000-plus certified since inception only six years ago.

Both continue to receive ANSI accreditation and are included on the US Department of Defense’s short list of approved credentials for its information assurance personnel and vendors.

The exam for CGEIT, our newest certification, was first offered in December 2008, with more than 300 registered worldwide. Due to the grandfathering period, which received unprecedented response, more than 4,000 have been certified since the program was introduced.

The June 2009 exams were on track with these figures – still a little early to tell on the December 2009 exams.
Every year we offer new educational opportunities and expand our traditional programs – with our goal to reach more people in more areas of the world.

In addition to the many face-to-face educational opportunities, the monthly e-symposia continued to average more 2,000 registrants per event.

New programs in 2008: the IT Governance, Risk and Compliance Conference; the IT Governance Forum; European IT Audit Management Forum; IT Control Objectives for Basel II; and the CISA Online Review Course.
Papers and books were published by ISACA and ITGI at an incredible pace in 2008. All are available to members as a free download. Please visit www.isaca.org/downloads for these and all the latest publications available to you as a benefit of membership.

This slide represents a lot of hours of hard work on the part of many volunteers – we appreciate their efforts. This kind of research supports our claim to global thought leadership in our professional field.
• The Risk IT Framework describes a detailed process model for the management of IT-related risk. In this model, multiple references are made to risk analysis, scenario analysis, responsibilities, key risk indicators (KRIs) and many other risk-related terms.

• The Risk IT Practitioner Guide contains practical and more detailed guidance on how to accomplish some of the activities described in the process model.

Note one upcoming research project, which will result in two deliverables: Risk IT. Two deliverables – available mid-November – the framework itself (structured similarly to COBIT and Val IT) and a practitioner guide, containing practical advice on how to implement the framework.

With this framework, ISACA has frameworks to cover the major areas of IT governance:
Strategic alignment, process management and performance measurement – COBIT
Value delivery – Val IT
Risk management – Risk IT

Looking at it from a profession viewpoint, two additional frameworks – IT Assurance Framework (ITAF) and Business Model for Information Security (BMIS).
ISACA takes its commitment to standards for the profession very seriously. As you can see, several new standards and guidelines were issued in 2008 – and a number of exposure drafts were sent out for comment.
You have probably already heard quite a bit about the web site, which is currently in revision. A lot of changes are being made — many in direct response to comments or suggestions made in the contest we held for members to “design the web site” and in the many focus group discussions and user testing sessions we have had. We appreciate everyone’s input to date.

The major new functionality of the web site, which is expected to go live in April 2010, are:

- Web 2.0/collaboration
- Search, personalization, enhanced online experience
- Enhancing the overall value of the services provided to end users on the web site.
- Site reliability, database integration, password management, e-commerce management system
Finally, we spent a significant amount of time and effort researching ourselves and our business environment to develop a strategy we believe will take us well into the next three to five years. The strategy builds on our strengths, and focuses on providing practical, pragmatic material for an increasingly diverse constituency; building and expanding on our existing IP; and streamlining our operations to enable us to deliver more products on a timely basis.

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<th>Strategy</th>
<th>A Realize COBIT’s potential.</th>
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<td>• Leverage the significant brand recognition of COBIT and create new knowledge offerings.</td>
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<td></td>
<td>B Enhance commitment to the core of IT audit and controls.</td>
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<td>• Serve the core, which includes info security professionals, with deeper and more pragmatic products.</td>
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<td>C Distinctly serve the certification needs of IT professionals.</td>
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<td>• Focus on increasing its IT professional constituency by focusing on the topics of IT governance, risk and compliance.</td>
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Strategy—Progress to Date

Realize COBIT’s potential.

- Leverage the significant brand recognition of COBIT and create new knowledge offerings.

- New task force
- COBIT 5.0
- Enterprise certification

New task force already formed to look ahead to preparation of next iteration of COBIT – which take a comprehensive view and incorporate all of ISACA’s frameworks, to make it the definitive resource publication for understanding, applying and implementing IT governance principles.

Also under investigation – possibility of creating a certification for enterprises – much like an ISO standard – using COBIT as the basis.
We have created another new task force of volunteers – their charge is to focus on emerging technologies or other issues that are likely to impact ISACA members, research the topic with a eye toward the issues pertinent to us, then create a white paper giving practical guidance on how to address the issue or technology – all within about 90 days. Off to a good start – first one scheduled to be issued by end of October, on cloud computing.
New task forces
Two new certification efforts
– Risk
– Pre-certification certificate

You’ll note a theme in the fact that many new opportunities for members to participate are being formed.

Two certification efforts under study:
Certification focused on assessment and mitigation of risk
A certificate recognizing those who have passed a certification exam (any of ISACA’s certifications) but do not yet have the years of experience to be certified
### Strategy—Progress to Date

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- Some operational changes
- **Strategic**
  - Focus on India
  - Certification ROI
  - At-risk members

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Two approaches:

1. **Operational** – make better use of database segmentation to focus marketing efforts more specifically
2. **Strategic** – focus on India, focus on substantiating ROI of certifications, special emphasis on at-risk members (often short-time members)
Strategy—Progress to Date

Build ISACA's capabilities to deliver.

- Change output and capabilities to better address the growing demands of an increasingly diverse constituent base.

- Web site update
- Branding
- New volunteer governance structure

Web site – encourage and provide for open collaboration, connection and community

Branding – streamlining brands, incorporating COBIT, Val IT and other ITGI products under the ISACA brand, and convert ITGI to academic, funded research

New volunteer governance – complete overhaul of number, types and reporting structure of volunteer boards, committees, subcommittees and task forces – to enable the groups to support more exactly the demands of the new strategy
Revamping of organizational structure to support achievement of strategic objectives resulted in structure that is anchored by three main focuses.
• Board nominations due 28 January 2010
• Apps to volunteer on committees, subcommittees, task forces due 25 February 2010

www.isaca.org/participate

Speaking of volunteer groups –

This year, one brochure for both nominations to Board of Directors and for volunteering on committees, subcommittees and task forces. Posted on web site.
Thank you!

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