Why the CISO subscription service?

When we talk to out clients, we find that there are 3 top reasons they buy their CISO subscriptions:

1. **The metrics:** The number one reason our clients buy the service is because it provides management metrics for their program that can be used to demonstrate progress to top management and compare their performance to that of others. The metrics allow the CISO to clearly demonstrate their value, to show the criticality of their function to the business, and to justify budgets. The once-a-year special research issue is sometimes used to create or present a custom set of metrics for a critical report to the boss. "*This one table was worth 4 times what the whole service costs*".
2. **The consultations:** The ability to get in touch with experts who deal with others in similar positions in other companies is one of the most valuable things our clients identify with the service. The most common questions we get are about what others are doing, what options are available, and how to decide between the two or three top options that are available now. Probably once a year per client, a decision about a $500,000 purchase ends up reviewed in a consultation. "*Having an independent trusted counselor is worth the whole subscription*".
3. **Defense against the dark arts:** One of the most frequent discussions we have with clients comes down to how they can defend themselves against auditors who are too dogmatic and demanding and staff who have become convinced by a vendor instead of a corporate need. The "Security Decisions" and "Technology Briefing" books form the core of the defense against internal experts who drank the vendor cool-aid. Using the options and tables, a CISO can ask a few questions, point out a few alternatives, and bring key points to the table. Against auditors, the discussions can get more intense, because many auditors are extremely dogmatic and don't actually understand why the items in their checklists are there. A little knowledge is a dangerous thing. The best counter is a lot more knowledge and the ability to explain it clearly. "*The auditors got it wrong. The CISO service got it right. The auditors backed off.*"

The CISO subscription service is one of a kind. It's directed at one key decision-maker in the enterprise – the person who is responsible for information security at the highest level. It's about business issues, not about technology. So whether you need to demonstrate the success of your program to top management, talk to an expert about a key decision, or defend yourself against the dark arts of computer security, the CISO service is the one thing you need.

Service Summary

The CISO service provides the following components on an annual subscription basis. Everything is included in the service with your subscription.

- **The CISO subscription service:**
  - **Scheduled telephone consultations:** Unlimited 30-minute telephone appointments to discuss specific issues between the CISO and one of our experts.
  - **A client-specified special research issue:** A 2-20 page white paper written on any relevant subject of the client's choice. Results may be turned into generic write-ups and provided to all service recipients.
  - **The CISO Toolkit Governance Guidebook:** This is a 150-page book that describes the management issues associated with being a successful CISO. It is updated annually with your subscription.
  - **The CISO Toolkit Metrics and Checklists Book:** This is a 150-page companion book to the governance guidebook that provides management metrics for the entire information security program for the enterprise. It includes ratings in all aspects of the program and gives comparison ratings for start-up programs, due diligence levels, average, excellent, and best programs in each area. It is also updated annually with your subscription.
  - **Security Decisions and Technology Briefing:** This is a two-part book of about 100 pages that includes a series of two-page decision support pieces and technology updates. The decision tool can be used to rapidly make specific decisions that come up for a CISO. Each decision includes a question, options, a decision, the basis for the different decisions, and a summary presented at one time for the CISO. The technology briefing provides a series of special topics focused on one area of technology that supports the CISO function. Each technology area includes a short executive overview, a series of technology options from different vendors described in terms of how they fulfill the CISO management requirements, a summary chart that can be used to make a first guess at a choice of solutions, and a separate series of 1-page advertisements from each vendor who chooses to be listed. Identified vendors have given special discounts for purchases made through our service. This is updated quarterly.
  - **3-day CISO course -OR- 3-day CISO meeting day:** This is a choice of either a 3-day course on how to be an effective CISO using the tools provided with the service or 3-days of structured meetings with a CISO group going over key issues and identifying challenges for the coming year. These are held quarterly with each licensee getting one meeting or course per year as part of their service.

For information on any of these services, or to sign up for the CISO service, contact your sales representative for an appointment.