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Strategic Opportunity Evaluation – considerations for your information security management system (ISMS) business case.

Evaluate each of the areas below and estimate the potential as part of your strategic opportunity evaluation. How long you spend on the evaluation is up to you. It should be based on the risks and rewards facing the organisation and the need to justify the case for investment for your powerful stakeholders.

	Opportunities	Considerations for your business case	Value / measure example	Your estimate?
1	Growth within existing customers that believe you are more trustworthy	Avoid double counting from the threat of loss template (assuming straight retention) but consider where you might achieve incremental value	% growth from existing business £ value of growth	
2	Growth of new customers likely to believe you can be trusted around information security and privacy	The new growth that might come from standing out in your sector for being trustworthy, or by at least keeping up with others who are already ahead	% growth from new business £ value of growth	
3	Running a better business (for the scope of the ISMS) at lower total cost and risk	An effective ISMS helps identify operational opportunities and threats, areas for improvement and saves resource time	% £ savings for process reengineering / rework in house % £ savings for management time in admin and decision making	
4	Running a better business and having a good reputation for security means attracting better candidates who are more effective (and secure by design themselves)	As the new generation of workers are aware of privacy and cyber threats they want to work in more trusted firms and develop their skills with security by design	% workforce that is secure by its own design and values / beliefs Savings from reduced cost of training Savings from reduced cost and volume of incidents	
5	More intimate engagement with the supply chain as a	Working more closely with suppliers opens up potential for new	£ growth potential from innovation (e.g. new products)	

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	responsible customer leads to innovation and reduced total cost	products, new processes, new markets	with the supply chain £ savings from lower total of ownership by cutting waste with the supply chain	
6	Reduced cost of sales by demonstrating you can be trusted	Avoiding lengthy tender and assurance qualifications exercises around security and privacy credentials (Avoid double counting from the threat and focus on the net saving from now)	£ savings from administration around demonstrating security competences to customers and prospects	
7	Reallocation of resources that are not well utilised from the non-value adding administrative aspects of security work	Time spent managing old fashioned processes, emails, documents, sheets, producing reports, updating management and sitting in meetings	£ benefit from reassigning or enabling specialist security and support staff to focus on new value add areas and work on security improvement not just admin	
8	Savings and cost avoidance from insurances and related risk premium increases	Insurance companies are getting smarter and whilst premiums are rising generally, they will rise less quickly for organisations that meet better risk scoring profiles e.g. by demonstrating ISMS related certifications	£ direct saving from insurance premiums £ cost avoidance from likely increases	
	Summary impact from Opportunities	£ Notes....		

This is one of the templates provided in good faith to help you consider and evaluate the return on investment (RoI) from an Information Security Management System (ISMS).

If you would like more help with building your business case for an ISMS or are ready want to get your ISMS.online then please contact us at www.ISMS.online and organise your consultation.