Business and IT leaders alike are faced with the challenge of balancing security and risk investments with spending on business opportunities.

For communications, media, and entertainment companies, effective risk management is an essential capability. Risks are threefold: the protection of internal intellectual property, the securing of digital assets against piracy and unauthorized use, and the maintenance of consumer trust. These risks are compounded by the regional variation in protection standards which makes the ability to enforce global property rights highly variable.

Upheavals in the market bring new competitors to the playing field daily, challenging the market stalwarts and forcing consolidation and new opportunities for partnership. Each opportunity brings with it the challenge of security: how to integrate risk management in an acquisitive climate and how to safely collaborate across the value chain with new partners.

In addition, consumers are demanding new products and services to help them achieve security in their provider transactions and hosted information. Clearly, only the agile and technology savvy will prevail.

Successful security and risk-management initiatives are proactive, holistic, and end-to-end. They are focused on protection of information and assets at every step in the value chain. How can you achieve success? Begin with a thorough evaluation of the information architecture and business processes to understand opportunities and threats to the enterprise.

EMC'S PERSPECTIVE

Risk-management programs need consolidation at all levels. The key to meeting today's risk-management challenges lies in consolidating programs from the business process, through the infrastructure stack, and extended to supplier and customer communities.

While this seems a tall order, with proper planning and smart execution, success—even in the most complex and information-intensive organizations—is achievable.

Information concerns unite stakeholders. Governing, securing, managing, and protecting information while keeping the business operating efficiently, with appropriate resilience, are concerns that unite stakeholders across the business and IT. Information—from intellectual property, to digital assets, to financial information—provides a central rally-point for perspective on risk and should be used as common ground for both setting priorities and thresholds for risk appetite.
Managing information risk means protecting information according to its business value. A sound risk strategy starts with a comprehensive value-based assessment of information types and the risk associated with each. This means understanding where information moves, who accesses it, and how it is used throughout the enterprise.

A strong risk culture is a prerequisite for good governance. Risk management must be a primary concern embedded in business processes, IT architectures, and the culture itself. Risk management that becomes an afterthought quickly becomes substandard. Organizations need a common nomenclature that promotes an understanding of risk supported by common systems of record that provide a “single version of the truth.” These are prerequisites for good governance.

Automated controls are table-stakes for managing risks in context. Automated controls provide realtime visibility for business and IT management. This is becoming increasingly important as more systems support collaborative and mission-critical processes—not only across the enterprise—but extending to business partners and customers.

A strategic business focus on security creates agility. Organizations must focus on three elements: information, identities, and architecture. With a three-pronged approach, the security-enabled enterprise can move rapidly to embrace new trends, accelerate innovation, and achieve strategic goals with confidence.

EMC CONSULTING BUILDING BLOCKS FOR HOLISTIC, PROACTIVE RISK-MANAGEMENT PROGRAMS

EMC® Consulting can help you implement a proactive and holistic security and risk-management program. We work as trusted advisors in meeting these challenges, and have the experience to move your program to a higher level of maturity. Our approach provides you with solid building blocks, that when combined, create an end-to-end, risk-management program.

Strategy and Plans: Our approach begins with strategy and plans that help you develop end-to-end programs based on a solid business case. We work with you to build roadmaps to get your organization to its target maturity state.

Policies, Standards, and Compliance: Next, we help you to align end business requirements with policies and day-to-day operating processes. A key factor in our methodology is an information-centric approach to risk and a risk-centric approach to security and compliance. Whether it is financial information, customer or sales metrics, or intellectual property, most discussions about security and risk management begin and revolve around information. We use the security expertise and industry leadership of RSA®, The Security Division of EMC, to accelerate and optimize security strategies and risk postures while transforming security to a business enabler.
**Assessments, Controls, and Technologies:** As a core component of risk program implementation, our expertise enables a clear understanding of real exposure through focused risk and compliance assessments. We help you understand what controls need to be implemented to contain risks. We leverage our insights and expertise in architectures to ensure you are using technology to manage risk holistically across the enterprise.

**Governance and Incident Response:** Finally, and perhaps most importantly, we help you improve governance of risk, resilience, and security processes across silos and a wide spectrum of stakeholders. Our expertise in security and risk-management operations enables you to ensure that as incidents arise, you have the right people, processes, and systems to respond appropriately.

These capabilities form building blocks that together, realize a comprehensive, end-to-end program.

**WHY PARTNER WITH EMC CONSULTING FOR YOUR SECURITY AND RISK-MANAGEMENT PROGRAMS?**

**Experience serving all risk stakeholders:** Our experience spans all risk stakeholders from finance, operations, legal, and IT, to security. We help you develop program strategies, leveraging maturity assessments built on EMC’s vast and deep uses cases for risk-management maturity states.

**Information-centric approach:** EMC Consulting is focused on being your trusted guide as you meet your security and risk-management challenges. Our information-centric approach to business and technology challenges embeds security, risk, and resilience in every engagement. From customer lifecycle management, to migration, to virtualization for the IT department—it is part of our working ethos.

**Deep industry understanding:** We have deep industry understanding in communications, media, and entertainment in both consumer and commercial markets. Most of our consultants average 17 years of experience with extensive consulting and industry expertise.

**Extensive security, risk, and resilience experience:** Our expertise spans enterprise functions of finance, operations, legal, information technology, and security. We are experts in helping you define the right information governance strategy to support your risk-management program. And critically, we can follow through to the business and technology architectures that you will need to become a highly functioning organization with the right mix of cloud and traditional infrastructure deployment models.

**RSA, The Security Division of EMC,** is a global leader in authentication and security event management and GRC management platforms. EMC Consulting benefits from their deep insight into security architectures, concepts, and solutions.

We have hundreds of certified professionals, who have delivered thousands of projects with some of the most information-intensive organizations in the world—meeting challenges that other consulting companies are just starting to consider.
EMC CONSULTING

As part of EMC Corporation, the world’s leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations’ businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US
For more information, contact an EMC Consulting representative or visit our website at www.EMC.com/consulting.