



At Trusted Impact, we've always believed in the "one-percent'ers". That is, those little things which together add up to make the difference between excelling and being ordinary.

An effective, business-driven information security program is a similar journey of little steps – with each small step focused squarely on improving your competitive position, improving your business and managing your real business risk. However, it can be easy to get distracted with the day-to-day activities of security without taking an opportunity to reflect on how your security program adds value to your business and your customers.

This quarter, we thought we would provide some "one percent'ers" on how your security program can help deliver improved business value.

### ***Your competitors are just a click away...***

On the web, TRUST is one of your most important selling points – particularly when your competitors are just a click away. Many enterprises built their online presence several years ago. Although the adage 'don't fix what isn't broken' may be relevant, it may also be worthy to consider whether your internet-facing 'door' is appropriate for the type of information you gather. Don't lose your customer's TRUST – a quick [Vulnerability Assessment](#) can provide simple, effective measure to maintain this trust and keep your company out of the headlines.

### ***Can you avoid writing this?***

*"We're writing to inform you that a laptop computer belonging to one of our outside vendors... was stolen... The computer contained certain confidential information about you..."* This is a real letter from a past employer. Have you considered the implications if the same thing happened under your watch and someone found out? Over **41%** of sensitive records breached in 2008 related to third parties (analysis of data gathered by the great work at [www.datalossdb.org](http://www.datalossdb.org)). While it may be easier to protect sensitive data inside of your organisation, have you considered whether your partners have a similar concern over *your* sensitive information? Click [here](#) for additional info.

### ***Australia lagging in data security compliance (PCI-DSS)?***

As a speaker from this year's AusCERT conference [noted](#), Australia seems to be lagging on PCI compliance. We'd also highlight that we think there is a big difference behind achieving overall 'compliance' versus actually minimising the risk of credit card loss. We're excited about the latter because it adds greater value to your business. Drop us a note ([here](#)) if you'd like to learn more about a unique business-led approach we used to uncover "hot spots" a complex organisation didn't know existed under their traditional compliance approach.

### ***When was the last time you looked around?***

The pace of change is accelerating - your staff, business, and customers are all evolving while technology proliferates throughout the organisation. Have you considered taking a quick high level 'health check' on your overall security posture? If it's been a while, you may want to consider a [Health Check](#) to ensure you're focused on the top priorities. Our unique 'three-lens' approach can provide both "quick wins" and strategic direction.

You can find further details at our website on <http://www.trustedimpact.com.au>, or feel free to call us directly on (03) 8623-2890 or send us an email at: [secure@trustedimpact.com](mailto:secure@trustedimpact.com).