

# **Enterprise Data Protection: A Hard Sell For CIOs**

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## Overview

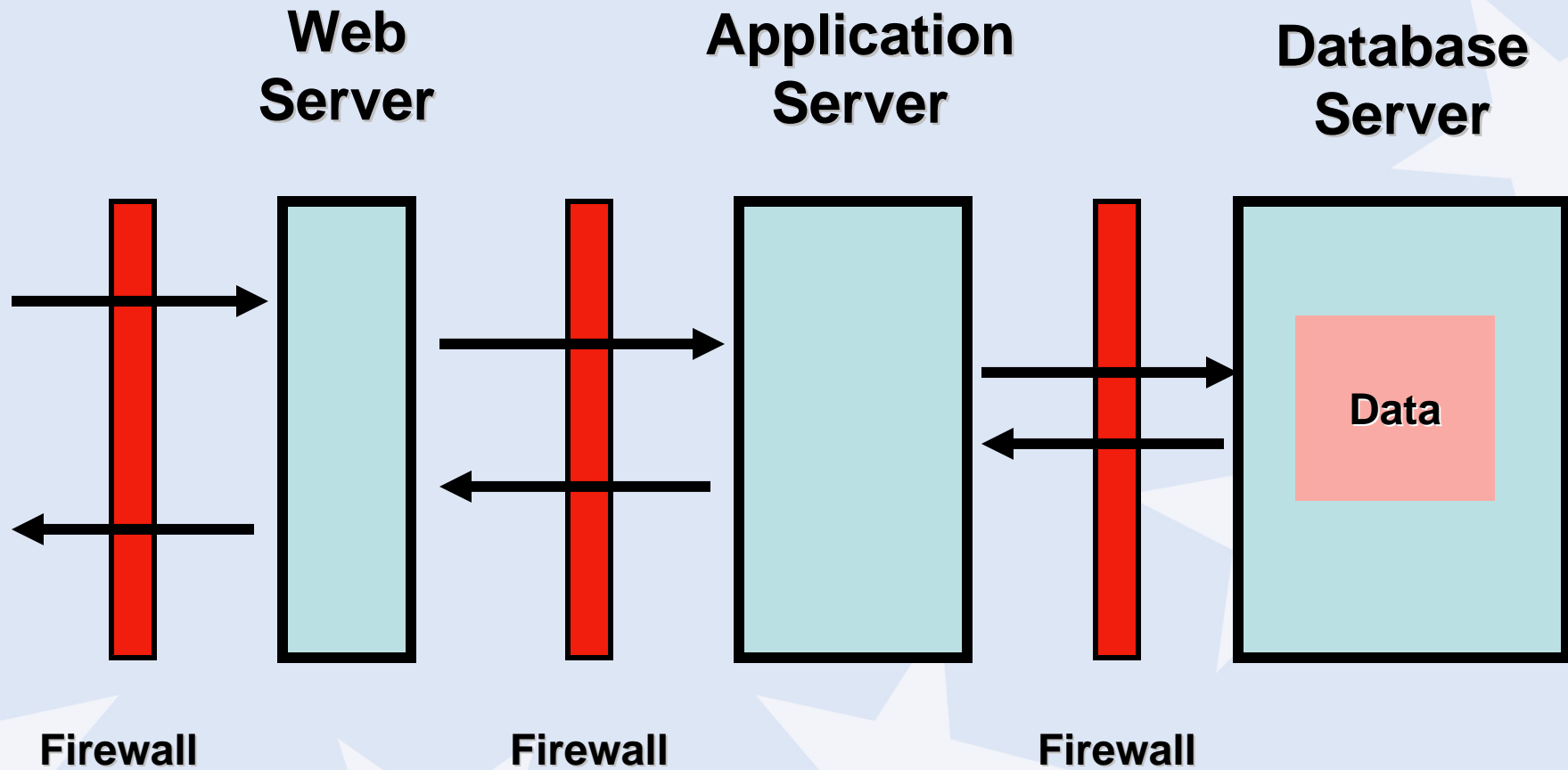
- **Architectural Perspective to Security Challenges**
- **Discrete and Non Discrete Factors That Influence Security Decisions**
- **Link NASCIO and Other Resources Available to Assist in Making Good Security Decisions**

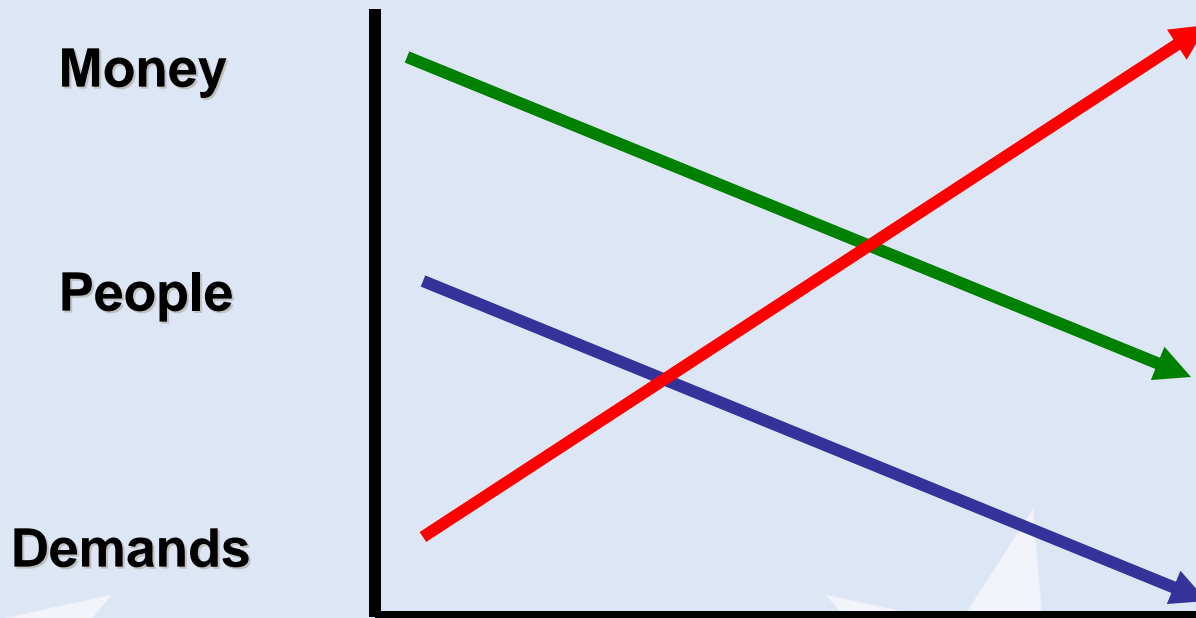
# Why are we having this discussion?



# Evolution of Technology and Data Security

- Driving Force of Technology ...  
Our Ability to Achieve More
- Limiting Force of Technology ...  
Exposure of Data





# Meta Data



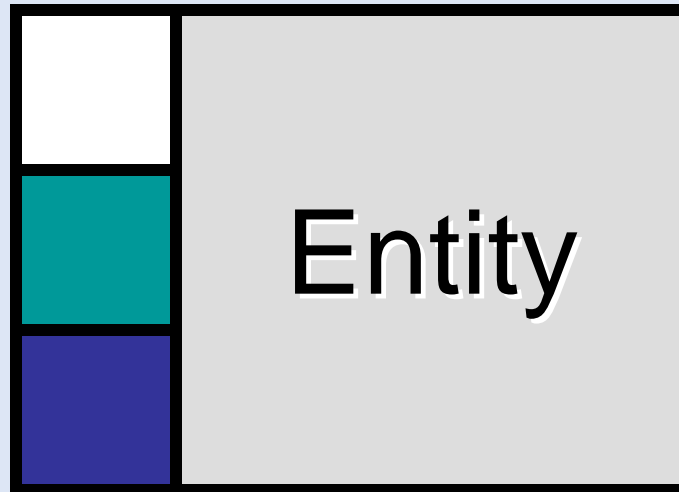
Retention  
Schedule  
Classification  
Type  
Coding

# Identity Management

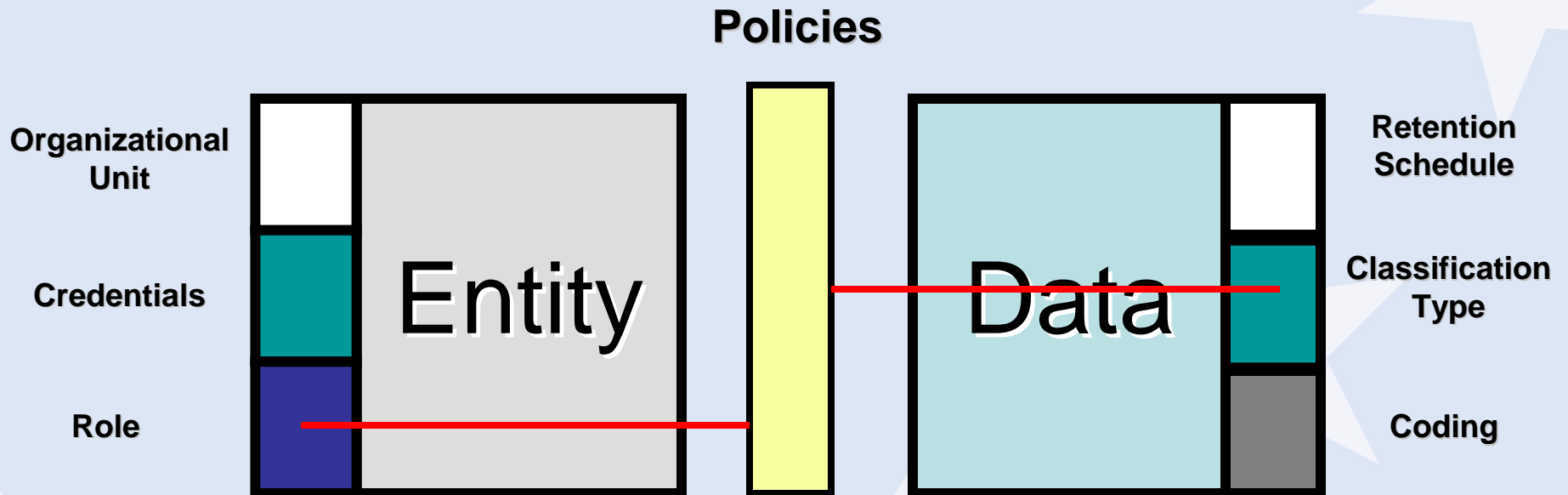
Organizational  
Unit

Credentials

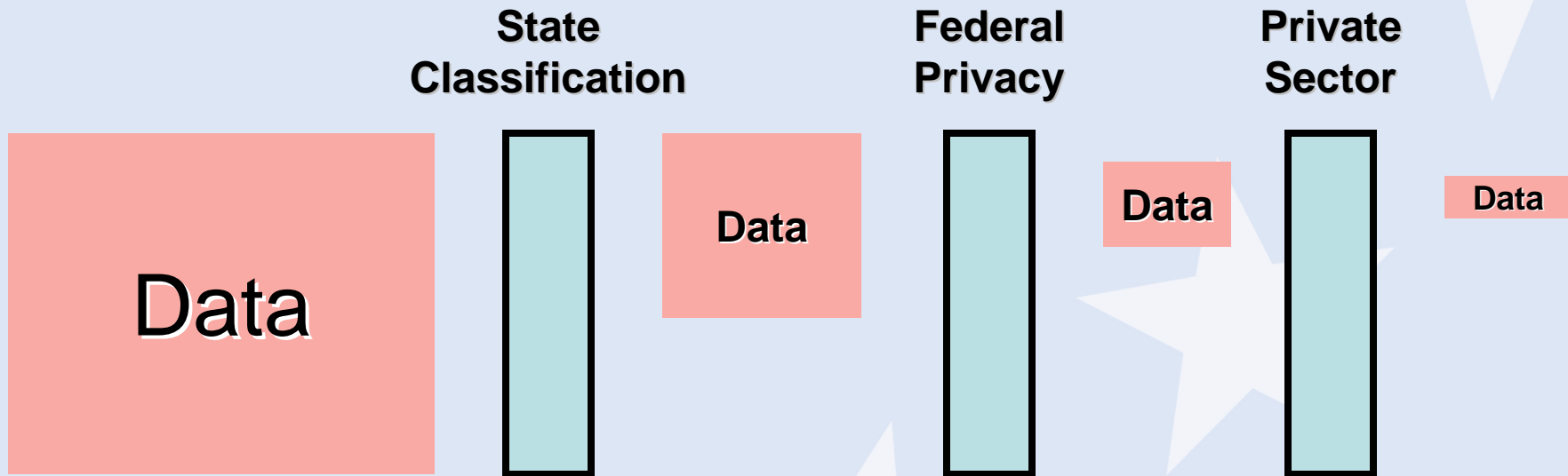
Role



# Modern Approach to Information

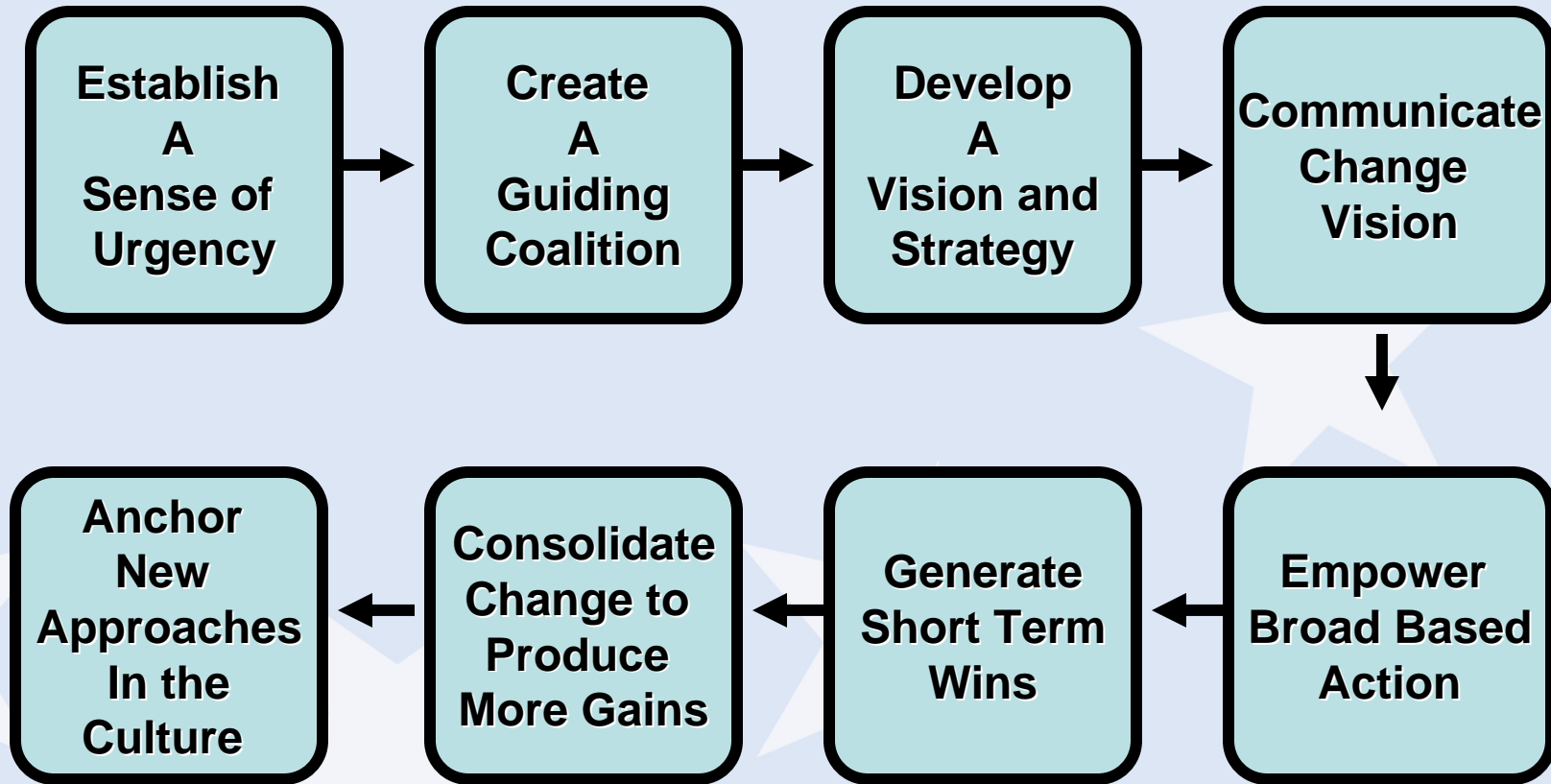


## Data Classification – Context Based



*In a knowledge economy,  
information is one of the most  
valued enterprise assets.*

## J. P. Kotter's List of 8



## **Some Reasonable Assumptions:**

- The Management of Data is Becoming Complex
- Data Governance Provides a Rational Approach to the Management of Data
- The Potential for Data Exposure is Increasing
- The Need for Security is Self Evident

*Understanding Security  
Requires Understanding Risk*

# Psychology of Security

- The Severity of the Risk
- The Probability of the Risk
- The Magnitude of the Costs
- How Effective the Countermeasure is at Mitigating the Risk
- How Well Disparate Risks and Costs Can be Compared

# Schneier's Risk Perception

## People Exaggerate :

**Spectacular**  
**Rare**  
**Personified**  
**Beyond Their Control**  
**Talked About**  
**Intentional – Man Made**  
**Immediate**  
**Sudden**  
**Affecting Them Personally**  
**New or Unfamiliar**  
**Uncertain**  
**Directed Against Their Children**  
**Morally Offensive**  
**Without Redeeming Features**

## People Downplay :

**Pedestrian**  
**Common**  
**Rare**  
**More Under Their Control**  
**Not Discussed**  
**Natural**  
**Long Term**  
**Evolving Slowly**  
**Affecting Others**  
**Familiar**  
**Well Understood**  
**Directed Against Them**  
**Morally Desirable**  
**Some Ancillary Benefit**

## Summary Points

- Funding enterprise security is a rational and necessary expense
- Security funding should be linked to an effective data governance model
- NASCIO has provided a series of informational briefs that address data and security challenges

# Summary Points

- How you communicate the solution may be as important as what you communicate
- To understand security it is imperative that we understand risk
- Variables that affect security decisions are not always rational

## Summary Points

- In the evolution of security the focus is moving toward the data
- Consolidation increases the effectiveness of limited security funding – more manageable
- Variables that influence security decisions are not always rational

# Summary Points

- Security challenges are becoming more complex and there is a monetary incentive to steal data

***Data Governance – Managing Information as an  
Enterprise Asset***

<http://www.nascio.org/publications/>

**Transforming Government through Change  
Management: The Role of the State CIO**

<http://www.nascio.org/publications/>

**The Psychology of Security – Bruce Schneier**

<http://www.schneier.com/essay-155.html>