



How cyber-safe is your business?

Everyone needs to know just how safe the enterprise is. If you don't know, you're probably worried about your viability! To address this, companies often turn to a digital self-assessment to tell you how secure you are.

But is it good?

The digital self-assessment allows you to look in the mirror and document what you see.

Sounds great, doesn't it? Yet it's wrong.

There are two primary reasons why organizations engage in "Self-Assessment"; knowledge and cost.



Knowledge:

- People make the presumption that no external third party entity will ever know as much about your business as you do. **And that is 100% correct!**
- It's a great notion but it has **nothing** to do with your understanding of your risk. Your expertise in your business hurts, rather than supports your ability to uncover the more subtle risks in your environment.

Cost:

Why do companies opt to do a self-assessment; they're saving money! After all, it's less expensive to leverage your own staff to do all this work; as opposed to paying an outside firm \$50K - \$300K to do this for you. **Right?**

-
- *"Do more with less"*
 - *"I don't have a budget"*
 - *"My operating budget for the year has been cut by 10%"*.
-

It's such a simple notion that it should be right. Yet, it's wrong.

It's all about "real cost" v. "sticker cost"

1. Real Cost – the delta between the operating income of an organization v. the hard and soft expense associated with any endeavor. In the case of a risk assessment here are some of the hard and soft costs:
 - Personnel cost
 - Loss of personnel productivity
 - Loss of revenue due to inward facing staff v. client-facing staff
 - Cost of regulatory fines for missed problems
 - Cost of lost business due to fraud, hacking, etc.
 - Cost of lost reputation in the market
2. Sticker Cost – This is the cost of the outside assessment. It has the following adders:
 - Fractional personnel cost
 - Smaller loss of personnel productivity cost



The practitioner – Consider the following:

You discover you need a new knee. You want to make sure you're getting the best doctor and hospital for that new knee. Do you go to a doctor who says, "I've got you covered and I can do it for less! I do at least 10 of these a year". Or, do you go to a facility where the doctor does 10 a week?

The net:

A self-assessment is a great tool to see if you're bleeding. But if you need to know the truth, use a third party!