

▶ **LEARN WHY MOST COMPANY'S ASSETS ARE AT RISK**

This unique executive level discussion on **Digital Asset Protection** has been delivered to organizations around the world, exposing the reasons why data is not safe and what to do about it...

Seven Mindsets that will change the way your company thinks about security. Security continues to be one of the number one expenditures for IT; However, not all security solutions actually protect the data critical to your business. David Stelzl, author and speaker delivers critical information with his high-impact yet entertaining delivery style. David believes that managers need to know what it means to secure data, why it is important, and how it should be done. Areas of regulatory compliance, changes in digital theft techniques, and the exploding growth of data make this a complex issue. Everyone in your organization needs to hear this message; Data owners, data creators, end-users, and IT administrators. Change the way your company guards its most critical assets.

▶ **WHAT YOU WILL GET**

Interactive discussion

CISSP certified speaker

Focused on today's trends

Easy to follow concepts

Specific steps of action

▶ **Building an Asset Mindset toward securing data**

▶ **BENEFITS**

- An executive level understanding of asset protection
- Understand why security strategies are failing
- Identify relevant strategies for your company

▶ **FEATURES**

- Executive focused—no jargon
- Clear explanations of current security trends
- 7 Mindsets that will change your company
- Simple methods of evaluating your risk and liability

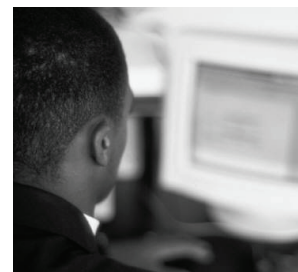
Presentation Outline

- **Proof that most security architectures will not stand the threat of today's hackers**
- **A look at trends in information security; what is happening around the world and why. Who is behind identity theft, what they are after, and how they will get it. What are they after—are you a target?**
- **Understand your liabilities. Do you have to take action now or can it wait?**
- **How much security do you need? Find out what steps of action are relevant to your organization.**
- **Take a look at how security works and how your information security program should be structured. Test your current plans to see if they meet the criteria.**
- **Three key questions you should be asking on a regular basis.**
- **Top issues you should address before moving on to your next project.**

▶ THE ASSET MINDSET

Who should attend? While systems and network administrators oversee the daily operation of your company's primary data systems, the responsibility and associated liability for protecting data is that of senior management. Customer information, highly coveted credit card information, company secrets and strategies, etc. represent information that keeps your company going but can be devastating if put in the hands of the wrong people. This discussion is presented to provide up-to-date insights on what is happening in the information security world and how it might impact your organization if the proper steps are not taken.

Information you need to know. Data represents a unique asset, stored securely in your data center—yet it can be stolen on a keychain; taken, yet you still have it in your possession; erased, but it is still there, hidden from the average user; and transmitted all over the world in seconds without you ever knowing it. It is estimated that 90% of your intellectual capital is in digital form—50% of that information is in an insecure email at any given time. The tricks of taking and using this data are changing all the time, making most of your security efforts useless. This discussion provides insight on what to do about it. You can't afford not to know.



▶ MANAGEMENT FOCUS

A business level discussion on information security. Information security is complex. Most presentations on this issue focus on the technical details. As data grows in importance, you need to know how to maintain the confidentiality, integrity, and availability of your company's mission critical assets. Issues of compliance, due care, liability, and classification of information are becoming more and more critical each day. Do you know what questions to ask? In this presentation we address the changes in security threats, who is behind the malicious activities we read



about everyday, what you really need to be concerned about vs. what is just hype. You will come away with some simple models that show you how security works, why so many companies are losing data, and what to do about it. You will be equipped with the right questions to be asking to ensure that your company secrets are kept secure and with the information you need, to avoid the problems associated with failing to meet regulatory compliance. As your IT needs continue to evolve, we will equip you with some simple principles that can help you make sure new applications stay in compliance with the industry's best practices for safeguarding your data.

▶ ABOUT YOUR SPEAKER

David Stelzl is a dynamic speaker delivering high-impact, entertaining programs that stay help your team move toward success. David inspires audiences by showing them how to look at security, digital assets, and the protection of mission critical data. David has a passion for helping organizations find lasting answers and has spoken to audiences internationally, bringing life to the concepts of information security, systems, networks, and relevant IT/Business solutions. Working with end-users, solution providers, and high-tech manufactures, David has been asked to share his unique insights through customized workshops, articles, and professional coaching to help people succeed in today's rapidly changing business world.



David is CISSP certified and has presented topics on security to audiences in the US, Canada, Europe, and Africa. When David is not speaking, he is out working with technology companies and their clients. His time in the field provides an endless source of learning and is the basis of his theories and business understanding. Prior to founding SVLC, David served as the North American Security Practice Director for Dimension Data, Vice President of Piedmont Technology Group, and has consulted with many other high-tech solution providers. To find out more visit us at www.stelzl.us.