

Enterprise Risk Management

SMART Performance & Risk Management™



Introduction

More than ever before, managing enterprise risk is becoming a business imperative. With a plethora of legal and regulatory requirements, such as the Gramm Leach Bliley Act, the Sarbanes Oxley Act, HIPAA, and California Privacy Laws (including SB-1436), and industry-specific requirements such as the Payment Card Industry (PCI), the challenge is enormous. With so many highly visible security breaches in the last two years, where computer tapes have been lost, consumer identities compromised, and credit card numbers exposed, consumers are demanding that their information be secure, and their privacy protected.

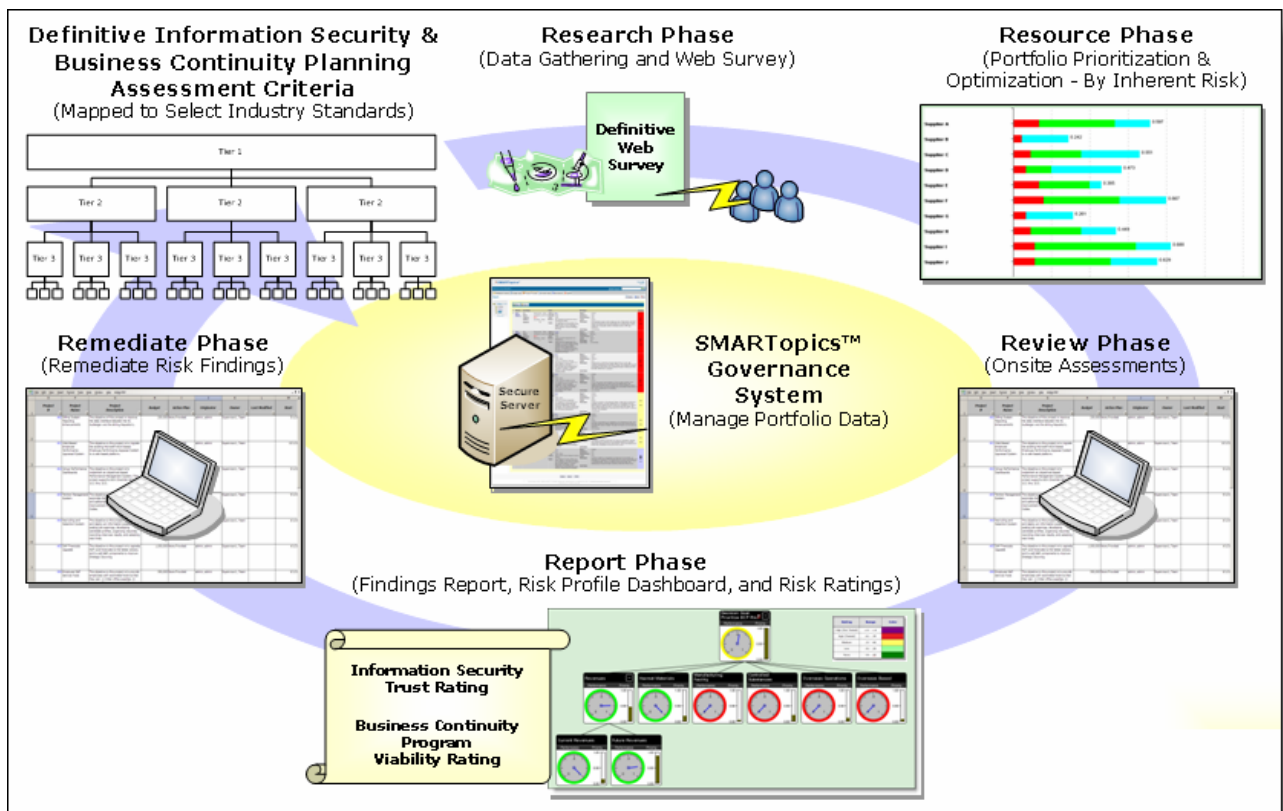
While the bar has been raised for information security, it has also been raised for business continuity. Over the last five years, businesses have faced an onslaught of natural and man-made events, such as terrorism, brown-outs, and hurricanes, causing interruption of business critical functions. From this, one result is clear: consumers punish those businesses that don't manage these risks by taking their wallet elsewhere. Furthermore, a businesses ability to protect consumer information and provide uninterrupted service also has a significant impact on corporate image, reputation, and stock market value.

Meeting the Challenge

So, how does an enterprise meet this enormous challenge? A good first step is to seek assistance from Definitive Business Solutions, who has a proven track record in successfully managing enterprise risk. At Definitive, they have a firm grasp on which laws, regulations, and standards apply. Further, they recognize that enterprises don't have an infinite budget. As such, their enterprise risk management solution helps to determine which actions should be taken upfront to ensure that for any given funding level; the enterprise receives the most "bang for the buck". Once the priorities are set, Definitive conducts an independent assessment to identify the risks and control gaps. One of the key aspects of the Definitive enterprise risk management program is that it also helps executives understand their risk environment by expressing risks in business terms. Most importantly, Definitive leverages its industry knowledge and experience to help enterprises determine those risks that can be accepted, thereby helping to make SMART decisions about where to allocate resources, time and money.

Definitive Business Solutions, Inc. offers a broad range of Information Security and Business Continuity solutions. Each solution is tailored to meet the specific needs of the enterprise, from small business to Fortune 100. For more information of the Corporate and Supplier Risk Management Programs, see the reverse side.

<i>Solution Areas</i>	<i>Solutions</i>
Enterprise Risk Management	Corporate Risk Management Program Supplier Risk Management Program
Information Security	Information Security Assessments Information Security Program Improvement Information Security Policy Development Virtual Information Security Officer
Business Continuity	Business Continuity Assessments Business Continuity Program Improvement Business Continuity Plan Development Virtual Business Continuity Professional



The SMART Enterprise Risk Management Solution

Definitive Business Solutions, Inc.
Enterprise Risk Management Program

An integrated set of processes, methods, and tools to identify and manage enterprise risk.

- Conducting upfront **surveys** and **research** on selected departments, business units, and/or suppliers (business entities) to fully understand the nature of the relationship and the amount of **inherent risk** associated with each;
- **Prioritizing** assessments of business entities, and **optimizing** the allocation of **resources**;
- Reviewing business entities to **identify** specific risks and ascertain the overall risk posture;
- **Reporting** key measures and metrics to manage risk at a discrete business entity level, and at the **portfolio** level; and
- Manage risk by enabling decision-makers to **remediate** the highest priorities first, and by providing e-mail alerts.

Definitive Business Solutions delivers proven solutions and leadership, and uncompromising quality

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