NOTICEBORED

Information security awareness - *guaranteed*

Why do we need information security awareness?

Information has become an extremely valuable business asset but, despite significant investment in technical and physical security controls, information security breaches continue to cause enormous financial impacts. Why is this? It's because **people, rather than technology, are the weakest link**.

Employees are expected to follow an increasingly complex set of information security rules (corporate policies, guidelines & standards, laws and best practice such as ISO 17799) whilst going about their day-to-day activities. They must be made aware of the rules, so training and educating employees about security policies and procedures has become a business imperative.

An effective awareness program makes everyone well aware of their information security obligations and actively encourages their compliance. It facilitates disciplinary action against those who flagrantly or deliberately break the rules (ignorance is no longer a valid excuse) and supports other information security controls, forming an integral part of the corporate and IT governance framework.

How *not* to do it!

Simply telling staff to "comply or else!" only works up to a point. Effective classroom-based training sessions for the whole organization are prohibitively expensive in practice, especially considering the cost of attendance by students as well as the trainers and the training materials. Cut-price training is usually a massive waste of time whilst crude poster-based awareness campaigns are mostly just ignored – this is hardly the way to get employees actively involved in supporting the information security controls! **The traditional approaches simply do not work**. With limited funding and little management support for the security awareness activities, conventional programs are doomed. Bored staff ignore the official notice boards and flaunt the warnings. Compliance with policies and instructions is optional not mandatory.

What is NoticeBored?

NoticeBored is an innovative and cost-effective information security awareness service from IsecT Ltd. The NoticeBored concept is deceptively simple: instead of trying to cover all of information security at once, we focus on a single topic at a time. This month might be 'virus month', for example, delivering content relating to the virus problem. A month is long enough to get key messages across without being boring, and means the awareness program always remains topical.

There are two elements to NoticeBored:

- **NoticeBored Classic** is our content-only service delivering creative security awareness materials for customers who already have the tools to distribute them to employees;
- **NoticeBored Plus** is an application system for managing and distributing information security policies and awareness materials on your corporate intranet.

Climbing the awareness ladder

Outcome! Positive action / Commitment / Understanding / Security awareness / Growing recognition / Blissful ignorance

NoticeBored goes beyond pure awareness. Using modern communications techniques and tools, NoticeBored informs and engages employees with the organization's information security controls framework. Growing a deep-rooted and widespread security culture improves the effectiveness of technological and physical security controls. Better security reduces risks and ultimately cuts losses – a bottom-line business benefit. Governance improvements also give management the confidence to do business where their competitors fear to tread.


For more information, call +44 1306 731 770 or visit NoticeBored.com

What makes NoticeBored different?

NoticeBored deliberately goes 'against the grain' of traditional security awareness and training programs. By jazzing up the topics a little, constantly delivering fresh materials and separately targeting different audiences (see below), NoticeBored breaks the mould. Relevant and interesting security topics are mentioned over the water cooler, in team meetings and on the intranet. Best practice controls become common knowledge. Ignorance is banished.

What do we actually deliver?

NoticeBored Classic delivers via FTP a fresh package of high quality security awareness materials each month. These topics are planned:
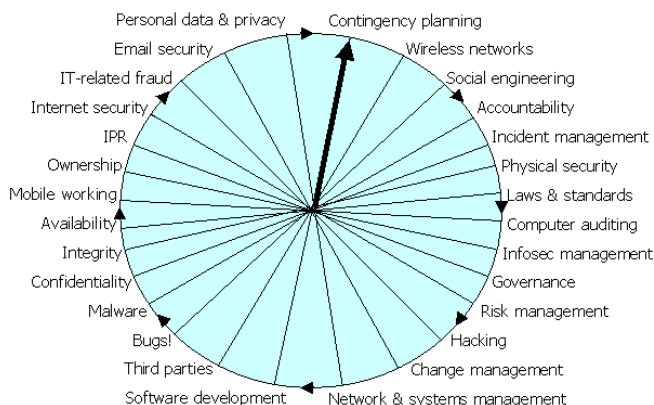
All materials are consistently branded with a recognizable campaign theme.

NoticeBored Plus is a Java-based intranet application that serves your information security policies, standards, procedures and awareness materials. Tools to create, manage and deploy the materials are supplemented by facilities for creating lessons and tests linked to the policy rules.

Target audiences

Three distinct audience groups are addressed:

1. **General employees** are informed and encouraged to act responsibly using straightforward 'action oriented' language. Posters, presentations, briefing papers, screensavers and web pages are provided, along with competitions and other techniques.

2. **Information technologists** receive more technical materials to help them understand IT controls. Informing and educating IT people makes them more likely to take account of information security requirements as they go about their daily activities. They support rather than break/bypass technical controls.

3. **Executive managers** receive succinct non-technical executive briefings and sample policies. Management roles are discussed in relation to information security, encouraging them to take an active interest in the controls involving their staff and support investments.

Getting the message across

Advice is like snow: the softer it falls, the longer it dwells upon, and the deeper it sinks into, the mind
Samuel Coleridge

Working in conjunction with other corporate functions, information security managers are a crucial part of the NoticeBored delivery mechanism. **NoticeBored Classic** releases them from the chore of writing high quality awareness materials, while **NoticeBored Plus** lets them manage and distribute the materials effortlessly. The time freed up by NoticeBored can be spent interacting with end users, IT staff and managers, spreading the word about information security. Handled the right way, information security can even be fun!

Cost-effective control

As organizations invest in information security, there comes a point where additional controls become disproportionately expensive. Creating a security culture through NoticeBored supplements other security initiatives. With realistic pricing, an innovative approach and unique features, NoticeBored delivers outstanding value for money and a strong Return On Investment. Anyone can now run a effective security awareness program. With NoticeBored, security awareness is truly ***the most cost-effective move you can take.***

Special prices

NoticeBored Classic starts at $30 per person per year. NoticeBored Plus starts at $140 per person (one-off perpetual license) plus $30 per person per year for maintenance and content updates. These prices apply to 50-user companies.

Substantial volume discounts apply to larger organizations. Telephone +44 1306 731 770 or email us via info@NoticeBored.com for a firm quotation or to evaluate NoticeBored.

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