

# How do you optimize your Big Data Program? ISACA perspectives on Big Data Impact, Risks & Governance aspects

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#### Who we are



A nonprofit, independent membership association, ISACA is a leading global provider of knowledge, certifications, community, advocacy and education on information systems assurance, control and security, enterprise governance of IT, and IT-related risk and compliance.



#### **ISACA Athens Chapter**





#### What does ISACA do?













### Setting the scene



- Big Data are here
- Leading the way to a new approach in understanding the world and making business decisions
- Big Data are often personal data:
  - Volunteer data
  - Observed data
  - Inferred data





#### BIG DATA IMPACTS & BENEFITS

#### AN ISACA WHITE PAPER

Experienced business and IT professionals know that optimizing their use of big data as a resource will deliver real business value to enterprise stakeholders. A comprehensive governance and management approach is needed to realize those benefits and manage the risk associated with the collection, analysis and storage of sensitive information, and the resource implications involved.

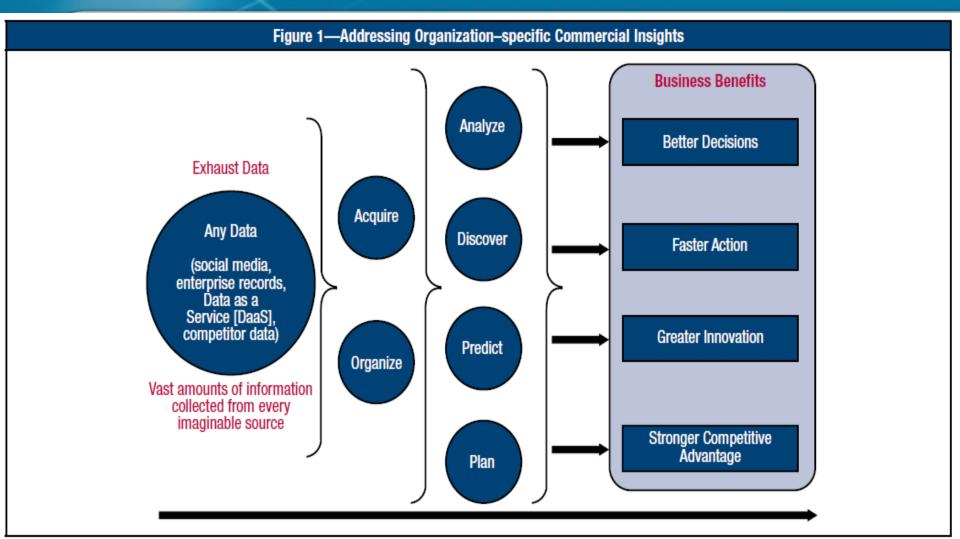
## Impact of Big Data





#### **Business Benefits**





<sup>&</sup>lt;sup>1</sup> Swalwell, John; "Big Data and Intelligent Image Capture Platforms," Technology First, USA, August 2012

<sup>&</sup>lt;sup>2</sup> Manyika, James; Michael Chui; Brad Brown; Jacques Bughin; Richard Dobbs; Charles Roxburgh; Angela Hung Byers; "Big data: The next frontier for innovation, competition, and productivity," McKinsey Global Institute, McKinsey & Company, USA, May 2011

#### **Business Benefits**



- Take time to strategize
- Think analytically
- Ask for what is needed
- Invest to improve



#### Risks & Concerns



- Where should we store the data?
- How are we going to protect the data?
- How are we going to utilize the data safely and lawfully?
- "toxic" data









#### "Points of Tension"



- Privacy
- Global Governance
- Personal data
  - ownership
- Transparency
- Value distribution











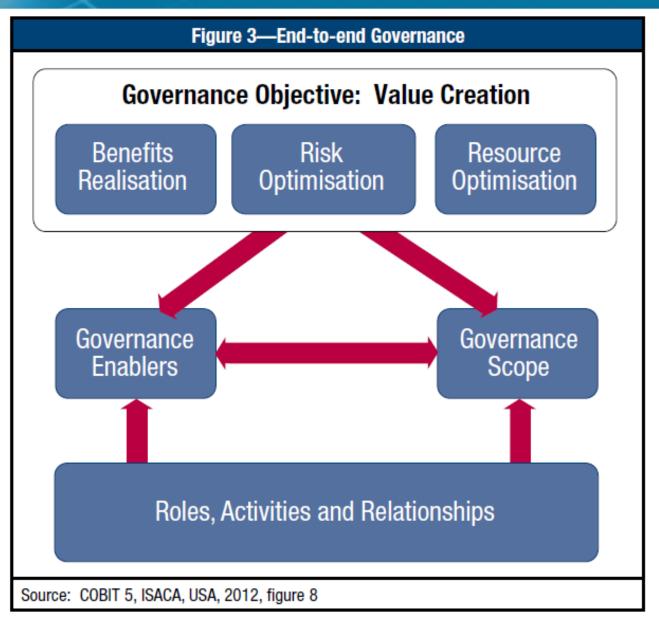
# Strategies for addressing risks





### **Governance for Big Data**





#### Assurance Considerations +154



- Approach and understanding
- Quality
- Confidentiality and privacy



#### Conclusion



- Manage expectations
- Reward behaviors rather than results
- Shield data scientists from the detailed scrutiny of management and investors
- Manage projects
- Communicate well to span the enterprise channels



#### **Questions?**



#### Thank you for your attention!



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