

*“The difficulty lies not so much in developing new ideas as in escaping from old ones” - John Maynard Keynes*

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INTERNATIONAL ASSOCIATION OF  
 PROFESSIONAL SECURITY  
 CONSULTANTS™

Determine the value of the assets, including databases, network equipment, communications equipment, personnel and even facilities. In addition quantify present day replacement value; the sensitivity of various information assets and determination of their criticality to the main mission of the organization.

Identify potential loss categories, which would include components like delays and denials of service, loss of data integrity, data modification, theft of property, theft of data, data destruction, loss of credibility and loss of your organizations reputation.

With the advent of e-business, security has never been more important to the organization. Many court cases recently have been decided on the basis of whether the organizations was using "due care" and utilizing every reasonable security precaution. Existence of adequate security has become very important in premises liability cases and will likely become equally important in future litigation involving e-business.

Identify vulnerabilities including surveying individuals at every level of the organization, from the receptionist to your chief executive officer.

Management of a security program is no different than management of cash flow, employee productiveness, profitability, or any other set of metrics that today's successful organizations use to measure how well something is being done, and how it could be improved.

Analyze the threat level affecting your organization, including incident report logs

Safeguards include all possible controls that could protect an organization either by reducing the likelihood of a threat occurring, or reducing the amount of damage that the organization sustains from a threat that materializes.

Risk assessments are the foundation of a security program. Through the process of risk assessment, managers can measure the effectiveness of the organizations total security program.

Peter Ducker, the world famous management Consultant fame to claim, "if you can't measure it, you can't manage it." Security metrics should be applied to the management of the security program to target the program to be effective, to focus the available dollars in the areas which would provide the most protection for the least amount of money, and to prioritize the controls, based on their return on investment.

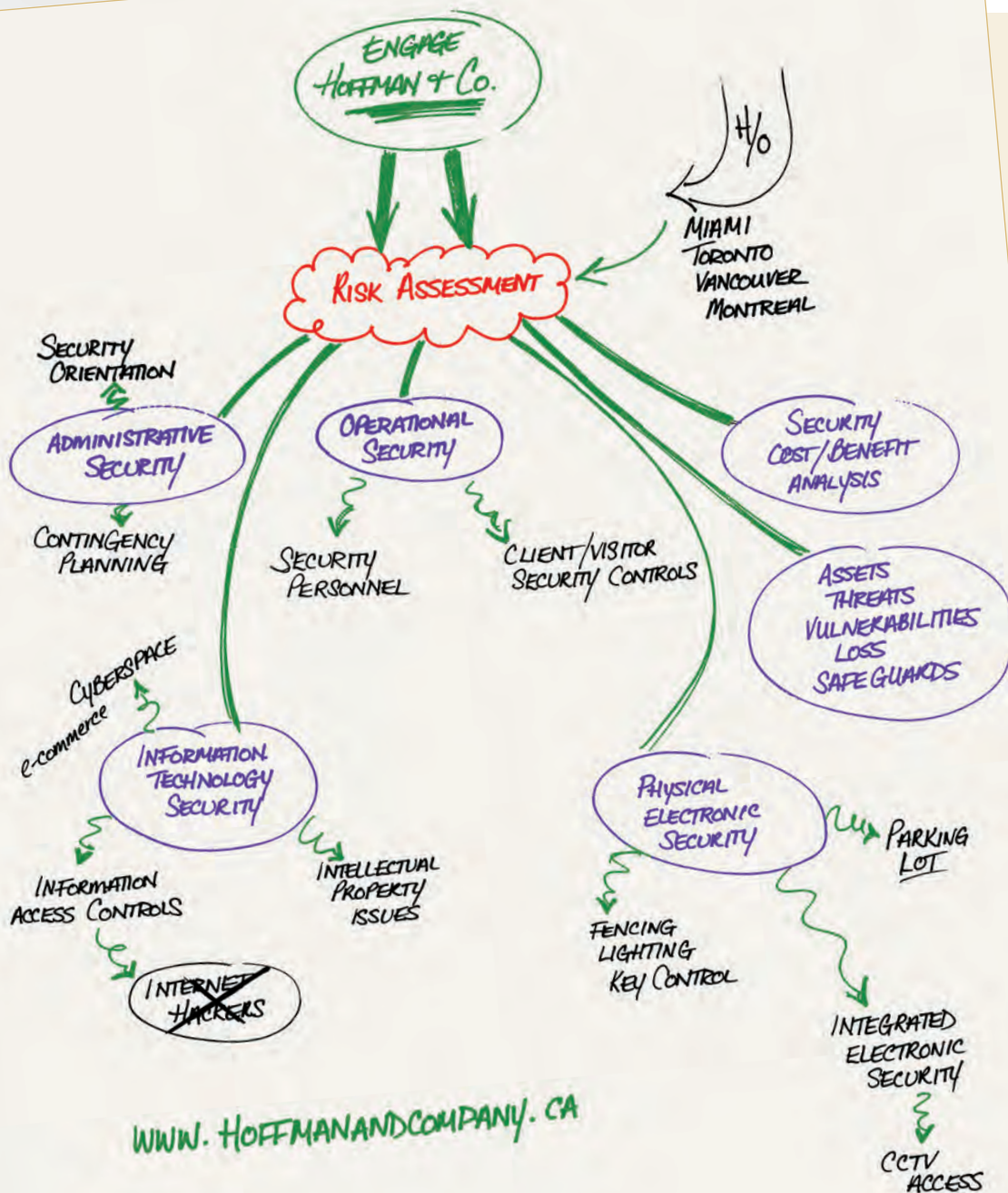
# "If you fail to plan, you're planning to fail."

Hoffman & Company is an independent Professional Security Consulting Company *Specializing in Risk Assessments* and Defensive Strategy. We help our clients recognize and solve various types of acute and chronic problems relating to *Physical and Information Systems Security*. We work closely with senior management in planning comprehensive, practical and effective security solutions thus allowing you to identify and prioritize your management objectives.

We develop criteria, program content and processes for key functional elements such as:

- Cyberspace Security Trends and Issues
- Telecommunications Network Security
- Contingency Planning and Disaster Recovery
- Physical, Electronic Security Design
- Security Operations, Policies and Procedures
- Development of a Return on Investment (ROI) case for security outlays

Hoffman & Company can provide you with an independent automated evaluation of your present security strengths and weaknesses. The assessment is a broad scan and review that defines security vulnerabilities, personal safety and threats within your organization. We recommend low profile, but effective, security prevention measures while working closely with you to ensure programs align with policy, management intent and harmonize with employee culture.



Why not let us help you? No pressure. No nonsense. Call us at 1-866-726-1550 to set up an immediate appointment. It is up to you. Act now, or just keep reacting. The time to manage risk is before it happens.