

**Business Case for an Information Security Management System  
(ISMS) based on the ISO/IEC 27000 series standards (ISO27k)**

For

**eBEYONDS Digital Marketing (pvt) Ltd.**

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By

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## **Introduction**

Information is a valuable asset that can make or break an organization or company. So the security of information should be a high priority. An Information Security Management System (ISMS) is a systematic approach to managing sensitive company information. It includes people, processes and IT systems by applying a risk management process. If the Information managed properly, the company will operate with confidence. Information security management gives freedom to grow, innovate and broaden the customer base of the company.

## **What is ISO/IEC 27001 ?**

ISO/IEC 27001 is an internationally recognized best practice framework for an information security management system (ISMS). It belongs to the ISO 27000 series of standards. It helps to identify the risks to company's secure information and put in place the appropriate controls to help reduce the risk.

## **What are the benefits of ISO/IEC 27001 Information Security Management ?**

- Identify risks and put controls in place to manage or reduce them.
- Flexibility to adapt controls to all or selected area of the business
- Gain stakeholders and customer trust that their data is protected
- Demonstrate compliance and gain status as preferred supplier
- Meet more tender expectations by demonstrating compliance
- Reduces likelihood of facing prosecution and fines
- Protect company reputation
- Cost savings through reduction in incidents
- Get a competitive advantage
- Reduces staff-related security breaches

## Company Background

eBEYONDS is a cutting-edge Digital Marketing Solutions Company offering services such as website design and development, eMail campaign management, SEO, eCommerce website creation, rich media banner ad design, eBrochure design, web application development, iPhone application development, Android application development, mobile website development, mobile marketing consultancy.

Founded in 2007, eBEYONDS now possesses extensive experience in the digital marketing landscape, a team of professionals, and a wealth of technological resources, and is well-equipped to fulfill customers specific requirements with impactful solutions boosting customer bottom-line. Driven by the desire to transform the way the world does business digitally, eBEYONDS have made remarkable progress in journey over the past half-decade and are determined to make eBEYONDS mark in the global stage.

## How to implement ISO/IEC 27001 ..

1. Get commitment and support from senior management.
2. Engage the whole business with good internal communication.
3. Compare existing information security management with ISO/IEC 27001 requirements.
4. Get customer feedback on current information security
5. Establish an implementation team to get the best results.
6. Map out and share roles, responsibilities and timescales.
7. Adapt the basic principles of the ISO/IEC 27001 standard to the company.
8. Motivate staff involvement with training and incentives.
9. Share ISO/IEC 27001 knowledge and encourage staff to train as internal auditors.
10. Regularly review company ISO/IEC 27001 system to make sure its continually improvement.

## Costs

Most of the costs associated with Information Security Management system would be incurred anyway since information security is a business and compliance imperative. The additional costs specifically related to the ISMS are;

- Resources needed to design, implement and operate the ISMS, including project management for the implementation project.
- Expensive, requires specific IT budget.
- Special expertise are required, who has knowledge in this area.
- Time required applying them to company users.
- Resources required providing ongoing training and awareness.
- Have to increase Servers and data storage facilities.
- Access issues, delay for system.
- Poor active participation of employees.
- Changes needed to bring various business processes and activities in line with the ISO standards.
- Third party compliance audits (optional – only required if we decide to go for certification, a decision that can be made once the ISMS is working).