

Value-Aligned Cybersecurity (VAC)

Transforming Cyber & GRC from Cost Center to Growth Driver

Value-Aligned Cybersecurity (VAC) reframes traditional cybersecurity and governance, risk, and compliance (GRC). Instead of being lists of controls or fear-based defenses, VAC integrates directly into the value creation chain— aligning investments with strategy, accelerating revenue, and building enterprise trust.

Traditional Cybersecurity	Governance, Risk & Compliance (GRC)	Value-Aligned Cybersecurity (VAC)
<ul style="list-style-type: none">• Exhaustive checklists• Focused on defense only• Viewed as overhead/cost center	<ul style="list-style-type: none">• Compliance-driven• Fear & liability focused• Often reactive (insurance/audit)	<ul style="list-style-type: none">• Aligned with strategy• Proves ROI of controls• Accelerates deals & growth• Balances defense + offense

VAC turns security into strategy.

By embedding cybersecurity into the business value chain, organizations can simultaneously reduce risk, accelerate revenue, and strengthen enterprise trust.