# Strategic Plan 2018 - 2021

DataTrust. What have you got to lose?

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# A message from our CIO

As CIO of the company I am excited and thrilled to partner with the great teams that make up DataTrust. We invite clients to consider 'what have you got to lose'? and I know each and every person in out DataTrust team are committed to upholding their promise of data and system security for our valued clients.

Starting the company back in 2010 there was an obvious gap in information technology security services. As DataTrust has grown and innovated in the security space so have potential threats to business information systems. Our elite teams at DataTrust have met this match time and time again. I invite all of you to keep thinking how we continue to remain ahead in the security game?

Everyone in the DataTrust family have played a role in transforming the way we work to deliver a range of world class services. This strategic plan maps our way forward for the next four years to evolve our services and solutions, people and culture and client service to the next level.

It gives me great pleasure to sign off on the DataTrust Strategic Plan 2018 – 2021 and I look forward to seeing DataTrust forging ahead into the future.

*Mark Thrift*

Mark Thrift
Chief Information Officer

# Our business

The operating environment in cyber security services is constantly evolving. Advances in information technology and new and increasing threats require vigilance and innovative approaches from our security programs.

DataTrust leadership and their teams represents industry best practice, striving to support and protect our clients so that they can confidently conduct their business, ensure their values and safeguard the needs of their customers.

The DataTrust operating model incorporates teams of industry leaders with extensive experience to cater for all areas of our service offering. The team leaders mentor and guide their teams to provide long-term solutions to every possible client need. Our track record of satisfied customers speaks to the success of those operations.

DataTrust operates in four key areas:

1. Protect - Audit and design technology systems, providing the ultimate preventative shield to defend your data.

2. Monitor - Continually test systems, hunt and detect threats to allow for smooth business operation.

3. Respond - Swift incident response, eradicating or minimising the threat, recovering and restoring business operations.

4. Manage - Govern all business performance, ensuring compliance and providing internal and external training for all business areas.

Each of these services offer unique, innovate and vital programs to ensure DataTrust is an integral part of our business community, supporting clients of in all industries and of all sizes.

# Our priorities

At DataTrust, our values, mission and vision underpin every facet of our operations, services and programs.

## Values

Our values are what makes us who we are. At DataTrust we are proud to stay current with all industry certifications and standards, making us industry leaders and substantiating our commitment to customer service and quality.

## Mission

DataTrust protects information assets, monitors operations and provides response and recovery. Providing solutions to ensure our clients of information security and privacy

## Vision

We are the security provider of choice, who aims to be a global leader in information security and privacy. We offer long term, current, trusted, custom designed and end to end solutions that respond to, protect and manage businesses security needs.

# Our goals

At DataTrust, our values, mission and vision have enabled us to create four key targets to guide us for the next four years until 2021. We will then reflect on our achievement and revise a plan for a further four years.

Our four key target areas for 2018 – 2021 are:

1. Invest in research and development (R&D)
2. Innovation in client services
3. People performance and development
4. Increase our customer base

# Research and development (R&D)

## Goal

Build on our reputation as industry leaders by investing in research and development in world's best practice in cyber security.

## Strategies

- Advance our knowledge of protection strategies and support mechanisms to improve the detection, analysis and mitigation of cyber threats.

- Commission leading researchers to develop innovative technologies to enhance security, reliability and resilience.

# Innovation in client services

## Goal

Provide innovative, secure and resilient technology environments, systems, processes and training to our clients, to protect the integrity of their business and ours.

## Strategies

- Apply a risk based approach to assessing, prioritising and resourcing cyber security activities.

- Understand the impact of business disruption and allow our clients to operate in a secure and private environment.

- Strengthen the approach to the prevention of cyber security threats through appropriate training and continuous awareness for workers.

# People performance and development

## Goal

Enable the growth of individuals and our high performing team by meeting and exceeding industry standards and certifications and facilitating constant education and collaboration.

## Strategies

- Access additional training, professional development and resources for workers in all business areas.

- Establish a working group to review the existing industry certifications and seek advances.

- Identify and cultivate collaborative and strategic partnership opportunities that bring together industry peers, government agencies and the broader community.

- Encourage and support teamwork strategies.

# Increase our customer base

## Goal

Achieve status as number one leader in data protection in Australia by serving and protecting a broader customer base.

## Strategies

- Conduct targeted market research and gather client feedback to identify our ideal customer, new market opportunities and improve our performance.

- Develop strong marketing strategies based on feedback findings which identify our unique offering.

- Educate our clients to maintain good security practices through 1:1 training and education.

- Reduce number of overall cyber security threats to clients by identifying risks and applying appropriate controls to mitigate risks.