

**ESBPII Assignment**

**Business Case for Asus**

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**Introduction**

Asus Company is a multinational computer hardware and electronics company based in Beitou District in Taiwan. This company was founded in Taipei in 1989 by four people. They all were previous workers at Acer as hardware engineers. They are T.H. Tung, Ted Hsu, Wayne Hsieh and M.T. Liao.

Asus is one of the world’s leading PC manufacturing company and it was the 4th largest PC vendor in 2015. Its products includes desktops, laptops, mobile phones, netbooks, networking equipment, monitors, projectors, motherboards, graphic cards, optical storage, industry standard servers and other imaging product. They target their products to householders, businesses word people and large enterprises companies. Asus has the primary listing in the Taiwan stock exchange and the secondary listing in the London stock exchange. Asus appears in the “Asia’s Top 10 IT Companies” and “InfoTech 100” rankings. Asus manages around 50 service sites across 32 countries and they have more than 400 service partners worldwide.

**Why Asus needs to go with ISO 27001?**

ISO 27001 is a security system and Asus is a multinational information company that have lot of information. Those information’s needs to be protected in well define manner. Data protecting means protecting its confidentiality, availability, durability, integrity like that. As for an example if company cannot protect their customer’s data like credit card number or address it will affect the customer’s confidentiality. If something like this happen customers will lose trust about your company therefore customer will leave your company. Let’s look at another example it’s about durability of this system, if there is one piece of hardware remaining and one customer booked it but due to some virus infection system doesn’t show that is has been booked to other customers there for other customers will also book it, then it will be a problem because there is one piece of hardware left and lots of customer have been paid to it online. So customers will get angry and they will lose the trust about your company and they will leave your company and go to another company for the needs. As a leading company this will effect strongly to the company very strongly.

So you need to strongly consider about protecting your company’s information and its customers data. Therefore there is a best way to protect these by using ISO 27001 as your security system.

**Benefits of having ISO 27001 in Asus**

1. Its secure the confidential information
2. Makes information exchange secure
3. Protects the shareholders trust and build their loyalty
4. Protects the company reputation
5. Gives a competitive advantage
6. Handle the risk exposure and minimize it
7. Secure the availability, durability and integrity of the data
8. Provides improved understandable security
9. Fast reaction at data leakage risk and recover the data instantly
10. Make customers believe again that their data is safe with your company
11. Decrease staff-related security breaches
12. Improved customer satisfaction about company
13. Provides confidence to stakeholders, staff members and customers for mange the risk

**ISMS Cost**

1. Find a suitable project manager for give guidance about how to handle the ISMS
2. Plan the project implementation
3. Identify the project risk and deal with it
4. Establishing new security policies to the company
5. Assess and select a suitable certification body
6. (Re-)design the security architecture and security baseline
7. Manage, assign, direct and track various project resources
8. Plan to avoid the risks that can be happen in the future
9. Compile preventive and corrective actions to address potential and actual issues
10. Hold regular project management meetings involving key stakeholders.