

# Protecting Your Business In the Digital Age

Designing, implementing, and optimizing a holistic Cyber Risk Management program is essential in today's complex digital environment. This requires thoughtful planning, a comprehensive view across the entire enterprise, and a dedicated commitment to continuous maturity.



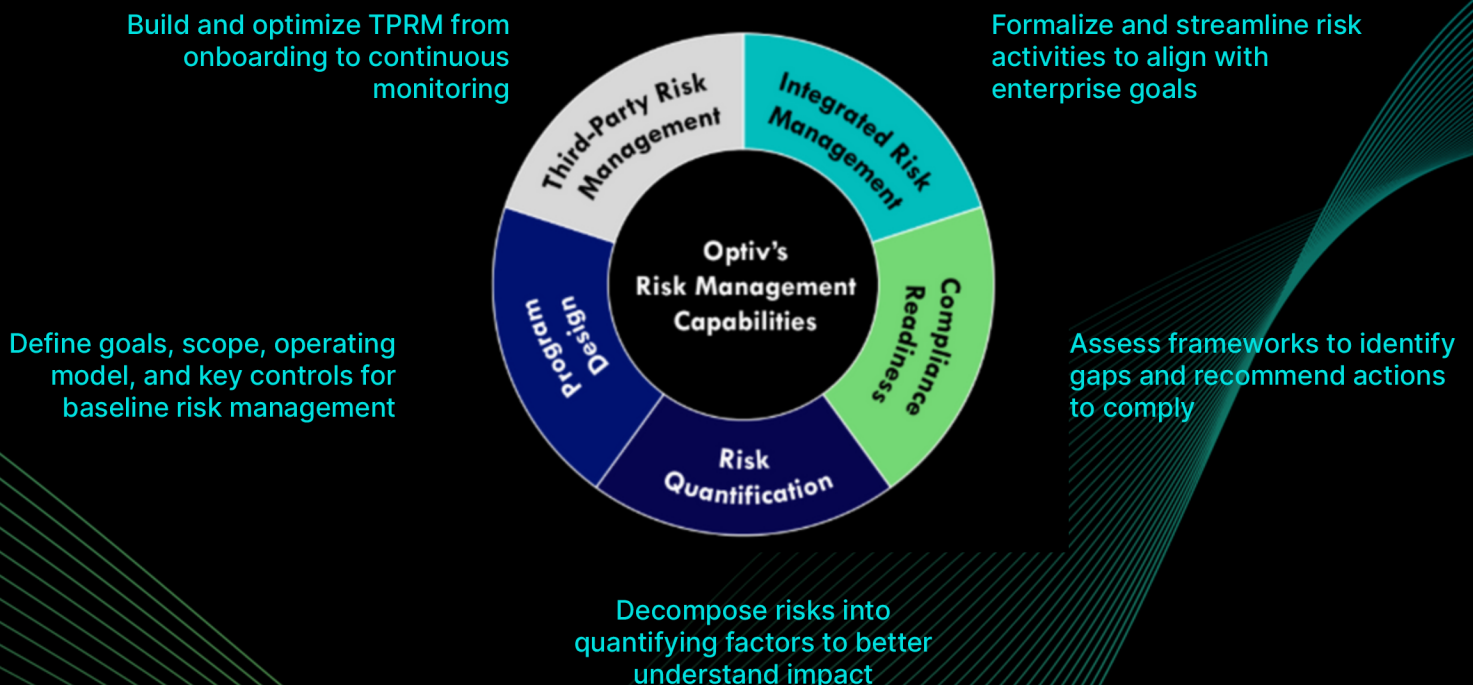
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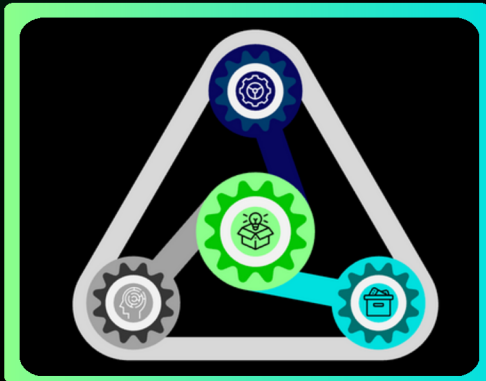
As presented by Optiv's Nathan Cutsforth and Sid Periyasamy, Optiv's approach is grounded in the principle that cybersecurity must align directly with business outcomes, supporting growth, enabling operational efficiency, ensuring regulatory compliance, and managing risk effectively. Their framework aims to move organizations towards a state where cybersecurity is a business enabler, fostering an innovation-centered approach built on flexibility, adaptability, and enhanced decision-making through integrated analytics.

***It's about starting with the business challenge and ending with tangible business resilience.***



# A Journey to Maturity

Optiv utilizes a structured lifecycle to guide organizations progressively towards a mature cybersecurity posture. Underpinning this lifecycle is Optiv's three-phased implementation methodology focused on Readiness, Iterative Design & Build, and Outcome-Focused Enablement.



Graphic representation of the rapid application development

This approach emphasizes preparing client teams early, configuring solutions collaboratively in sprints with frequent feedback, and achieving rapid time-to-value while empowering clients to sustain the program independently. For faster results on specific use cases, Optiv also offers Rapid Application Deployment leveraging pre-configured best practices.

## Program Lifecycle

1

### Discovery & Design

Assess the current state, understand business priorities and risks, and define the program's vision, operating model, strategy, and tailored roadmap

2

### Deploy Strategy & Technology

Implement the defined strategy and necessary technology components, rationalizing tools, correlating data, migrating applications, and configuring solutions.

3

### Scale & Optimize

Build baseline automation, implement training and runbooks, evaluate outcomes against metrics, and continuously refine the program based on lessons learned and evolving threats.

By engaging with Optiv's comprehensive framework and methodology, organizations can effectively navigate the complexities of modern cybersecurity. The result is not just a stronger defensive posture, but a resilient organization where cybersecurity enables innovation, enhances decision-making, optimizes security posture, and contributes directly to achieving strategic business goals