



Information Sharing and Analysis Organization (ISAO) Standards Organization

Online Public Forum

15 DECEMBER 2016

A secure and resilient Nation – connected, informed and empowered.



 @ISAO_SO
 www.isao.org
 [Inked.in/ISAO_SO](https://www.linkedin.com/company/isao-so)

Agenda



- Why We're Here
- ISAO Business Model Considerations
- Future Documents
- Growing the Community
- Building Capability
- Questions & Answers

Why We're Here



“The cyber threat is one of the most serious economic and national security challenges we face as a Nation.”

President Barack Obama, March 2010

Mission: Improve the Nation’s cybersecurity posture by identifying standards and guidelines for robust and effective information sharing and analysis related to cybersecurity risks, incidents and best practices.

Vision: A more secure and resilient Nation that is connected, informed and empowered.

ISAO Business Model Considerations



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Executive Director



The Retail Cyber Intelligence Sharing Center (R-CISC), created in 2014 in response to the increased number and sophistication of attacks against consumer industries, is the single most trusted cybersecurity community for retailers.

*With the combined power of worldwide leading brands combatting consumer threats - we know retail cybersecurity, and we are **stronger together**.*

Agenda - ISAO Business Model Considerations



- First Things First – Beginning with the End in Mind
- Priorities – Urgent, Important, Deferrable
- Business Entity Considerations
- Financial Model
- Accounting 101
- Cost Drivers
- Resources – **ISAO 100-2 Guidelines for Establishing an Information Sharing and Analysis Organization (ISAO)**
- Questions & Answers

First Things First – Beginning with the End in Mind



- Who will be in your sharing circle?
- What does the market of prospective members look like?
 - Financial size
 - Growth potential
 - Cybersecurity acumen
- Where will you expect to get finances from?

These details will drive:

- a. How much revenue you can anticipate
- b. How revenue will relate to what you can provide
- c. Timeframe for growth, and goals for the organization

Priorities – Urgent, Important, Deferrable



- The financial model is tied directly to the initial priorities
- Value is essential to:
 - a. Bringing participants into the tent
 - b. Keeping the participants engaged
 - c. Being able to achieve financial growth
- If you're a new organization, you're a start-up
- You'll need to operate like one.
- Do the most urgent things to stay alive and the most important things to provide value

Business Entity Considerations



- Engage with an attorney
 - Doesn't have to be a huge firm
 - Doesn't have to cost a King's ransom
 - But you do want to get good advice and guidance
- Incorporating to become a legal entity
- Non-profit, not-for-profit, tax exempt status
 - Typical business structure
 - Engaging with corporations, government agencies, or individuals?
- Can't really recommend one route over another

</Introduction>



ISAO 100-2: Guidelines for Establishing an Information Sharing and Analysis Organization (ISAO) v1.01



October 14, 2016

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You
are
Here

Financial Model



- Make sure that you are set up to receive funds
 - Bank account
 - Quotes
 - Invoicing
- Also make sure that you can pay bills
 - Budget
 - Cash management policy and authorization levels
 - Approval process and oversight
- Financial plan
 - Revenue to meet expenditures
 - Cash reserve goal
 - Growth strategy to increase revenue; invest to drive member value



- Engage with an accountant that understands your entity type
 - Tax preparation and filing
 - Record keeping
 - Independent
- Receive funds
 - Payment types
- Pay bills
 - Vendor management
- Governance and oversight
 - Create a finance committee

Cost Drivers



- Remember - Begin with the end in mind and put first things first.
 - Consulting (legal, accounting)
 - Staffing for operations
 - Infrastructure and technology needs
 - Marketing
 - Member benefits
 - Office space (or virtual workspace)
 - Insurance
 - Oh, and don't forget the information sharing and analysis
- Resources - **ISAO 100-2 Guidelines for Establishing an Information Sharing and Analysis Organization (ISAO)**

Questions and Answers



Please use the Question and Answers box in the GoToWebinar Control Panel to submit questions for Mr. Engle



Future Documents



- Next voluntary guideline topics approved for development:
 - Governance FAQs for an ISAO **WG1**
 - State, Local, Territorial, Tribal, and Regional Considerations **WG6**
 - Introduction to ISAO Capabilities and Services **WG2**
 - Automated Information Sharing Methods **WG3**
 - Intro to Privacy and Security **WG4**
 - Common Considerations and FAQ's for General Counsels' for ISAOs **WG4**
 - Intro to Analysis **(New Working Group Forming)**

Evolving the Community Body of Knowledge

Document Development Process



The Document/Product Development Process includes the following steps.

1. The Analysis Stage

1. Needs Assessment: establish the existence of a need for the document.
2. Document Dev Plan: Enables the Work Group to Identify the objectives, milestones, and review cycles.
3. Analysis: Enables the Work Group to determine the Target Audience, Content, Learning Outcomes and any Supplemental Products

2. The Design & Development stage

1. Develop Document Content Outline: Work Group creates the detailed outline
2. Develop the Draft Document: Work Group begins writing the document.

3. The Review Stage

1. Initial Draft Document Review: SO Reviews Draft, suggests changes/edits to WG, WG makes edits if needed. Draft released for RFC to the public
2. Detailed Draft Document Review: WG adjudicates RFCs, edits draft as needed, submits final draft to SO
3. Final Draft Review: SO Reviews final draft, Draft submitted to Editorial Board (if needed), Document reviewed by SO
4. Document is published

Building the Community



- Spreading the Word to Promote Information Sharing

- FS-ISAC Fall Summit
- Cross-Sector Leadership Forum
- Defense Transportation Fall Conf
- Midwest Cyber Center
- MS-ISAC Annual Meeting
- IT and Comm Sector Annual Meeting
- San Antonio Cyber Committee
- Cyber Southwest

- Developing Venues for Online and Face-to-Face Interaction



Come see us at RSA!
Booth 4436 in North Expo

RSAConference 2017

Moscone Center | San Francisco
February 13 - 17, 2017

POWER OF
OPPORTUNITY

International Information Sharing Conference



Early Bird Registration Opening in January!

16-17 August 2017 in Tysons, VA

- ISAOs
- Service Providers
- Training Sessions
- Call for Ideas
 - Papers
 - Demos
 - Speakers

August 2017 						
Su	Mo	Tu	We	Th	Fr	Sa
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Bringing the Community Together

New and Emerging ISAOs Roundtable



- January 24 at 1pm CT
- Open to new and emerging ISAOs
- Opportunity to share knowledge and ask questions
- Guest Speaker: Frank Grimmelmann, President and CEO/intelligence liaison officer for the Arizona Cyber Threat Response Alliance (ACTRA)
- Register your ISAO on ISAO.org to participate in Roundtable discussions

Building Capability and Capacity

ISAO SO Year-In-Review



- Highlights the progress that has been made over the past year including:
 - Development of Working Groups
 - Collaboration Meetings
 - September 2016 Publications
 - Upcoming Documents
 - Support Services
 - Public Relations Success Stories
- Will be released in the coming weeks as a PDF document and interactive infographic on ISAO.org

Mark Your Calendars



- Online public meeting January 26th at 1pm Central time
- Information sharing insights, updates from the ISAO SO, and your chance to engage

January 2017 						
Su	Mo	Tu	We	Th	Fr	Sa
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15	16	17	18	19	20	21
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Ongoing Engagement

Questions and Answers



Please use the Question and Answers box in your GoToWebinar Control Panel to submit questions to the ISAO SO.

Thanks for joining our online meeting today!