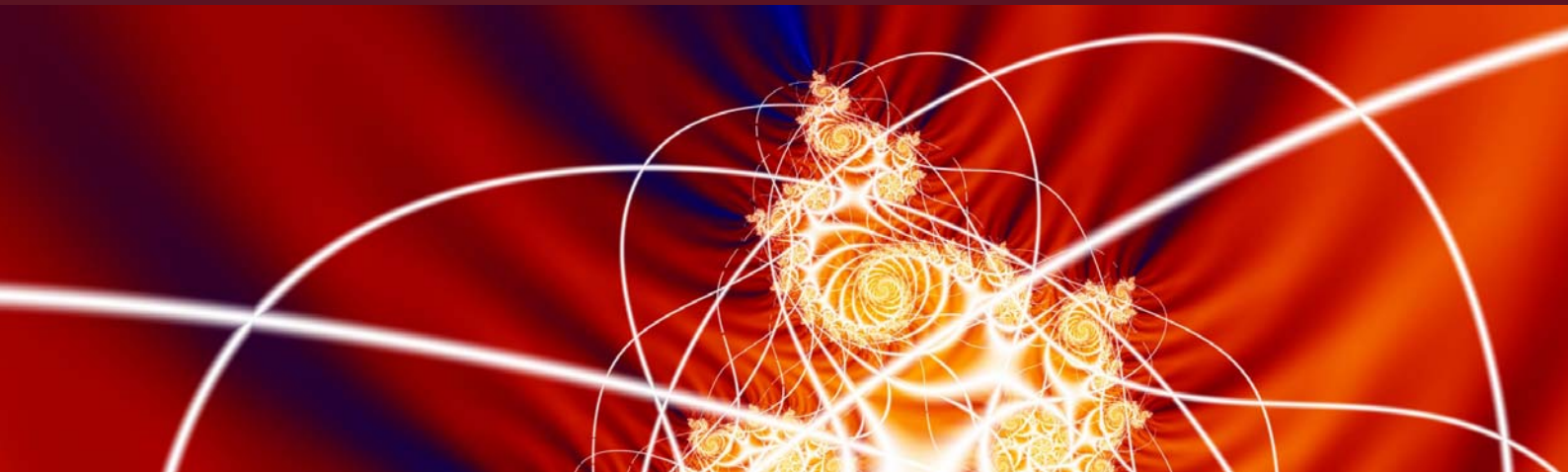


Butler Group ▶
a **Datamonitor** Company

IT GOVERNANCE, RISK, AND COMPLIANCE

Cutting Costs, Reducing Risk, and Improving Visibility

Analysis without compromise



A Half-day Strategy Forum
Tuesday 8 September 2009 – London



About Strategy Forums

Butler Group Strategy Forums are a series of half-day conferences and exhibitions, targeted at senior IT and business executives, with 40 to 60 attendees at each event.

Focusing on key technologies that our clients are about to adopt, each Strategy Forum offers practical advice on

how to incorporate and implement major technologies into IT strategies. This is delivered to delegates through our unique Strategy Forum format that has led to these events becoming widely regarded as the *de facto* Northern European platform for both end-users and vendors to participate in a themed technology debate.

Keynote Presentations

Given by Tim Jennings (Research Director), and Senior representatives from Sponsors help delegates understand how they might plan to create value through IT Governance, Risk, and Compliance.

Case Studies

Provided by Sponsors, these help delegates understand how creating value through IT Governance, Risk, and Compliance can be used to gain business advantage, directly from end-user organisations.

Exhibition

The Sponsors will be joined by a number of additional vendors for the exhibition, providing delegates with a complete understanding of the major vendors in the IT Governance, Risk, and Compliance arena.

Strategy Forum USPs

Butler Group Strategy Forums provide an enjoyable and professional atmosphere where delegates can listen to the key vendors explain their products' positioning and their strategy. Delegates can also learn valuable lessons from the case study speakers. Butler Group Analyst keynote presentations give an industry overview and independent opinion.

As well as being a great marketing opportunity for the participating vendors, the Strategy Forums are a great place to gather intelligence on competitors positioning and messages. Our marketing is targeted on companies who are 'in play', that is, who have real projects and are thus looking to select technology partners. These delegates are usually there to validate and verify the partners they may have

already short listed. We encourage senior representatives from both IT and the business to attend.

Our focus is quality not quantity. Strategy Forums are designed for up to 60 delegates, with the emphasis on senior, decision-making executives. This creates a great peer-to-peer networking opportunity for delegates, whilst maintaining a higher quality of leads for the participating sponsors. We use our expertise to connect the key vendors with quality delegates, resulting in better sales leads.

Strategy Forums are single topic events, enabling delegates to both relax and keep focus, unlike multiple stream events where delegates dash about with their event planner in their hand.

Introduction

by Tim Jennings, Research Director, Butler Group.



Amidst a continuing flow of legislation and regulation, the effectiveness of compliance initiatives in many organisations is being called into question, whilst the costs of supporting these efforts threaten to rise sharply. The problem is exacerbated by a number of factors: firstly, successive external mandates have often been tackled

individually, with responsibility allocated to different areas of the business. This has resulted in a highly siloed environment, with individual business controls overlapping, duplicating, and even conflicting each other.

Secondly, compliance has typically been built from the bottom up, with low-level controls being pieced together to create a framework that lacks flexibility. This makes it extremely difficult to evaluate the risk of control failure and non-compliance, and allow prioritisation of effort across the organisation. Thirdly, the complexity of implementing controls is increased by the diversity of processes and the IT systems within which they reside.

The outcome for senior executives is a serious lack of visibility into the effectiveness of the compliance programme, into the level of risk to which the organisation is exposed, and into the appropriate governance regime that should be applied. Much clearer are the consequences of these problems, including potential exposure to fines and litigation, increased costs, and reputational damage.

Overcoming these problems requires taking a more top-down, risk-based approach, which integrates the response to multiple regulatory requirements, and creates a centralised

platform for Governance, Risk Management, and Compliance (GRC). Such a platform helps the organisation to set compliance objectives in the context of its risk appetite, allocate clear roles and responsibilities, develop an integrated set of control definitions and test plans, and to monitor and clearly communicate all of this activity to senior executives and other stakeholders.

By taking a policy-based approach, managers can establish the business requirements for specific aspects of regulatory compliance, and quickly map these to the control environment, understanding where changes or additions might be required. From an audit perspective, the mapping between controls and policies demonstrates that the appropriate framework for compliance is in place. Risks and issues, with appropriate remediation plans, can also be identified and monitored.

At a detailed level, controls can be approached from a process, rather than a project, perspective, avoiding much of the duplication, and as far as possible automating control activity within operational systems. All documentation and other artefacts relating to controls, tests, and issues can be stored in a central repository to simplify identification, retrieval, and change management. For the IT department, there is then a clearer understanding of how GRC at a system level can impact on the business and its operations.

As the matrix of risk management and compliance becomes more complex, a fragmented approach is no longer viable. Butler Group believes that there is now a convincing case for taking a more holistic approach to GRC, which has the potential to cut costs, reduce risk, and improve the quality and maturity of governance.

Key Topics

- Why a siloed approach to compliance is no longer viable.
- How a common GRC platform can cut the cost of compliance.
- How a risk-based approach improves management visibility.
- Roles and responsibilities for GRC.
- The solutions required to centrally manage GRC assets.
- How applying policies streamlines compliance.
- Understanding the mapping between multiple GRC requirements.
- Implementing business controls within IT systems and applications.
- Best practice in managing controls, test plans, and related documentation.
- Practical tips and pitfalls to avoid from GRC experts.

Sponsorship Opportunities

By selecting highly relevant topics as themes for our Strategy Forums we ensure that a heightened awareness is already present and therefore interest from the end-user community exists.

Typically, delegates hold senior positions within large organisations and are keen to meet sponsoring vendors supplying solutions within the topic area of the event.

We undertake a detailed marketing plan which includes the following:

- Event advertised on Butler Group's Web site.
- Dedicated e-mail merges sent to Butler Group's client database leading up to the event.
- Event advertised in OpinionWire.

Delegates & Sponsors

Examples of delegates who have attended previous Strategy Forums:

Business Intelligence & CRM

Bang & Olufsen A/S

CIO A&R

Carton BV

Business Analyst

Highways Agency

Manager Process & Systems

KPN Telecom N.V.

Application Support

Mexx International BV

Chief Application Architect

Manpower Inc

Group IT Director

De Agostini UK Ltd

Commercial IT Manager

Cadbury Schweppes Plc

Project Manager

**Ministry of Education,
Culture & Science**

Director of ITS

University of Durham

Head of IT Novartis

Animal Health

Business Systems Analyst

Tommy Hilfiger Europe

IT Applications Manager

Business in the Community

Head of Records Management

ABN AMRO

Technical Architect

Dixons Store Group

Assistant Director

University College London

Head of IT

Shelter

Strategy Manager

EDF Energy

Head of Communications

& Training

University of Salford

Head of E Distribution

Rabobank International

Systems Manager

Littlewoods

Home Shopping Director,

Application Development Group

University of Cambridge

Head of Section

Ministry of Taxation

Head of IT

South East England

Development Agency

Systems Engineer Manager

Elsevier Ltd

Intranet Technical Manager

London Underground

Website Manager

Royal National Institute

for the Blind

Director of Middleware

Architecture

GlaxoSmithKline

Head of Marketing Support

Schroders Plc

B2E Application Architect

Barclays Bank Plc

Content Management

Technology Manager

AAH Pharmaceuticals

Finance Director

PZ Cussons (International) Ltd

IT Director

Deloitte Consulting

Strategic Procurement Executive

The National Trust

Group IT Security Manager

Jarvis Plc

Vice President

Credit Suisse First Boston

IT Procurement Manager

HBOS Financial Services

Manager Infrastructure Services

Lloyds of London

VP, Enterprise Architect

ABN AMRO Bank NV

Head of Information

Architecture and Support Unit

Houses of Parliament

Web Development Manager

Institute for Cancer Research

Executive Director,

Information Systems

Charities Aid

Foundation Web & Portals Manager

Cable & Wireless Plc

IT Manager

Direct Line Insurance

Head of IP

BBC Worldwide Ltd

Examples of vendors who have sponsored previous Strategy Forums:



Sponsorship Packages

Primary Sponsor

- 45-minute presentation with opportunity to introduce a Case Study Presentation presented by the client (optional but preferred).
- Premium position Exhibition Stand.
- Full Marketing Exposure, including corporate logo where appropriate.
- Delegate list and contact details – post event.
- PDF of event brochure for own use.

Sponsor

- 30-minute presentation with opportunity to introduce a Case Study Presentation presented by the client (optional but preferred).
- Exhibition Stand.
- Full Marketing Exposure, including corporate logo where appropriate.
- Delegate list and contact details – post event.
- PDF of event brochure for own use.

Exhibitor

- Exhibition Stand.
- Company name on all event collateral.
- Delegate list and contact details – post event.
- PDF of event brochure for own use.

What Next?

Due to the limited number of sponsorship opportunities, coupled with the popularity of these events, we strongly advise that you contact Butler Group:

Tel: 0800 083 8734

E-mail: interest@butlergroup.com

to secure your participation.

About Butler Group

Butler Group is the premier European provider of Information Technology research, analysis, and advice. Founded in 1990 by Martin Butler, the Company is respected throughout the business world for the impartiality and incisiveness of its research and opinion.

Butler Group provides a comprehensive portfolio of Research, Events, and Subscription Services, catering for the specialised needs of all levels of

executive, from IT professionals to senior managers and board directors.

Our products and services cover every aspect of the increasingly important impact Information Technology has on every business, from product purchase decisions to developing effective high-level strategy. They range from the visionary – looking up to five years ahead – to the current practical use of technology.

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