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October 2008 - Corporate Integrity News & Events

Friends & Colleagues,

It has been an exciting year at Corporate Integrity! As you can see by this newsletter, we have completely rebranded our image as well as our communications. Where you have received our *GRC Informer* newsletter in the past, we are now breaking this out into two newsletters. The *GRC Informer* newsletter will focus on specific thought leadership and content, while this newsletter is focused on Corporate Integrity company updates and events. There are a lot of exciting things happening, so please read the interesting items in which Corporate Integrity is involved . . .

Webinar - GRC 2.0 - the GRC.EcoSystem

Corporate Integrity announces our first research teleconference!

This teleconference features the culmination of our research into a new market model and approach to governance, risk, and compliance. [GRC 2.0 - the GRC.EcoSystem](#)

October 26, 2008 - 12:00 p.m. - 1:00 p.m. Eastern, USA (-05.00 GMT)

[Register Now!](#)

GRC (Governance, Risk, and Compliance) has had a lot of momentum over the past five years. However, there is still a significant amount of confusion as to what it is and how to get your arms around it. Michael Rasmussen - the first to define and model a market for products and services and label it GRC - now presents **GRC 2.0 - the GRC.EcoSystem**.

The purpose of this webinar is to give the attendee a solid definition of GRC that wholly embraces governance, risk, and compliance, and identify a taxonomy that maps the overall solution offerings of GRC with their related technologies, professional services, and knowledge providers.

Workshop - GRC Fundamentals for Technology Providers

Corporate Integrity announces our first full-day workshop: [GRC Fundamentals: for Technology and Consulting Providers](#)

Boston Area, MA

October 29, 2008 - 8:00 a.m. - 5:00 p.m. Eastern, USA (-05.00 GMT)

[Register Now!](#)

- *Do you have new sales, marketing, professional service, or product staff?*
- *Can you afford for them to learn the GRC ropes over months in the competitive school of hard knocks?*

Today's complex and competitive GRC market demands that you be at the top of your game. This requires a detailed understanding of what GRC is all about, who the buying roles are, what their specific issues and needs are, how to reach them, and how to fend off competitors.

Corporate Integrity offers the GRC Fundamentals course as a workshop to train new sales, marketing, professional services, and product managers. Through the GRC Fundamentals workshop, attendees will gain an understanding of the roles of GRC, the interactions of GRC personnel, the drivers and trends in the market, the market landscape of products and services, and techniques for making purchase decisions.

Who should attend . . .

- Sales & account executives, marketing personnel, public relations, product development staff, service/consulting managers, and partner & relationship managers.

Interesting Engagements

A variety of companies have engaged Corporate Integrity to help them understand and address their challenges in corporate governance, risk, and compliance. Below is a sampling of engagements we have been working on over the past few months. This is in addition to the regular inquiries and briefings we receive through our website . . .

- **Social Accountability Advisory Board.** A leading food retailer and an international quality and safety firm has engaged Corporate Integrity to be on their Social Accountability Advisory Board. Our role is to monitor and research trends and issues that could impact their risk and compliance posture across 5,000+ vendors in their supply chain, as well as provide recommendations on improving overall assessment and monitoring processes.
- **SoD and AM Benchmark.** A leading consulting firm and auto-manufacturer engaged Corporate Integrity to work with them in doing a benchmark of large international firms and how they approach segregation of duties and access management for risk and compliance purposes. Corporate Integrity worked with the consulting firm to research and interview seven large organizations as well as evaluate the software landscape.
- **Policy Management Review.** A large insurance company engaged Corporate Integrity to assess their processes and use of technology to manage policies and procedures within their information risk environment and provide recommendations of consulting and technology firms that could help them achieve their requirements in the next 18 months.
- **Retainer Clients.** Corporate Integrity is proud to announce that we now have ongoing retainer relationships with 10 technology and professional service firms. These firms utilize Corporate Integrity on an ongoing basis to review and comment on their product, marketing, sales, and partnering strategies. In addition to these 10 firms on retainer, Corporate Integrity has worked with over a dozen other firms in a one-time engagement capacity this year.
- **4 City Roadshow.** This past summer, Corporate Integrity was engaged by a leading technology company to do a four-city roadshow to present on core technologies needed to develop a sustainable risk and compliance program.

Michael Taivalmaa joins Corporate Integrity

Corporate Integrity is proud to announce the addition of [Michael Taivalmaa](#) to our research staff. . .

As Research Analyst, Michael brings to Corporate Integrity more than 15 years of experience in Information Technology. Michael joined Corporate Integrity in June of 2008, and is currently responsible for research in information risk and IT GRC.

Prior to joining Corporate Integrity, Michael worked extensively in the health care and manufacturing industries. Michael has advised Fortune 500 companies on wireless, VOIP and infrastructure security. Additionally, Michael is active in design and implementation of these technologies. Marinette Marine, Tyco, Kimberly Clark and Aurora Health Care are a few of the companies with which Michael has worked.



Michael Landers joins Corporate Integrity

Corporate Integrity is proud to announce the addition of [Michael Landers](#) to our management staff. . .

As Research Project Manager, Michael brings to Corporate Integrity more than 23 years of experience in administration and project management from the field of education and non-profit



organizations. Michael joined Corporate Integrity in February of 2008, and is currently responsible for customer support, project management, document development, internal research, and managing client and prospect interactions.



Prior to joining Corporate Integrity, Michael served for several years as an administrator in non-profit organizations. He has worked in private education for over 20 years, teaching, administrating, and producing administrative handbooks and other educational materials. His various work experiences have equipped him to efficiently manage Corporate Integrity's various projects and schedules.

Client Webinar - ERM

Corporate Integrity has been engaged by MetricStream to deliver a webcast on: [Better Business Performance and Improved Bottom-line through an integrated Enterprise wide Risk Management \(ERM\) program](#)

GRC expert Michael Rasmussen discusses an integrated ERM program for Business Performance

This webinar with Michael Rasmussen, President of Corporate Integrity, will outline best practices and a step by step approach to implementing an enterprise wide risk management program. A special focus of the webinar will be on leveraging ERM to improve the company debt ratings and developing ERM management solutions.

Specific topics to be covered include:

- Laying the groundwork for strategic ERM: From Need, to Framework, to Process. Focus on key steps in defining and refining the overall ERM strategy
- Building a business case: How can corporate debt rating be improved through an integrated ERM aligned with S&P guidelines?
- Executing ERM strategy and implementing the framework: How critical is the technology in enabling ERM? What are the key features of the desired platform?
- ERM in the extended enterprise: Addressing the complexity of risk and compliance oversight
- Industry Specific ERM issues and best practices
- Key ERM principles and components defined in risk standards such as COSO ERM as well as AS/NZS 4360:2004
- Compliance and risk management demands of an extended enterprise
- Integration of Enterprise Risk Management and Internal Audit standards, methodologies, recommendations and legislation

Upcoming Travel & Events

Corporate Integrity is engaged to present at the following conferences & events. . .

- 10/14 - 10/16: [Axentis Engage!](#) - Tucson, Arizona, USA
 - *GRC EcoSystem - Drivers & Trends*
 - *Developing a Risk-Based Approach to Compliance*
- 10/27 - 10/28: [Financial Services Outsourcing Conference](#) - Alexandria, Virginia, USA
 - *Managing Corporate Social Responsibility in Outsourcing*
- 11/12 - 11/14: [OCEG GRC IT Forum](#) - Dallas, Texas, USA
 - *GRC Blueprint and EcoSystem*
- 11/24: [Philadelphia IIA Chapter's Fall Conference](#) - Philadelphia, Pennsylvania, USA

Corporate Integrity has travel plans to the following areas (travel plans are tentative and may change):

- 10/14 - 10/16: Tucson, Arizona, USA
- 10/26 - 11/1: Washington D.C. & Boston, Massachusetts, USA
- 11/12 - 11/14: Dallas, Texas, USA
- 11/17 - 11/21: San Francisco (Bay Area), California, USA
- 11/24 - 11/26: Philadelphia, Pennsylvania, USA

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