

From: "Michael Rasmussen" <mrasmusen@corp-integrity.com>
 Subject: **GRC EcoSystem - Corporate Integrity News & Events - October 13, 2008**
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 To: "Michael Rasmussen" <mrasmusen@corp-integrity.com>



Michael Rasmussen
[In Address Book](#)



October 13, 2008 - Corporate Integrity News & Events

Friends & Colleagues,

Global markets are in turmoil, investigations into corporate and executive wrong doing, demands for increased oversight and regulation . . . while the economic climate in general is in question there is no doubt that organizations need stronger corporate governance, enterprise risk, and compliance oversight.

The challenge for risk and compliance managers is to make sense of a GRC market with over 1300 providers of technology and consulting services. The challenge for technology providers, professional service firms, and knowledge providers is to make sure their message and value is clearly articulated so they can be heard above the swarm of competitors.

One thing is certain . . . buyers of risk and compliance products and services have specific issues they need to deal with. Specific economic and treasury risks, specific operational risks, specific compliance issues. Providers that tout a generic swiss army knife approach will find their offerings in a tailspin - shot down by competitors that know how to solve the specific problems organizations are trying to solve.

Corporate Integrity's research has identified 27 issue and corresponding solution areas that organizations are looking for specific help from technology, consulting, and knowledge providers. This cross-industry view represents the core of **GRC 2.0 the GRC EcoSystem**. While these are not all of the risk and compliance issues organizations face - these are the most challenging ones driving organizations to look for consulting help and technology solutions. These 27 areas are . . .

3rd Party Management	Anti-money Laundering	Audit Management	Brand & Reputation
Business Continuity/Resiliency	Corporate Compliance	Corporate Governance	Corporate Social Responsibility
Corruption & Fraud	Crisis Management	Employment/Labor	Enterprise Risk Management
Environmental	Ethics & Integrity	Financial Assurance & Control	Geo-Political Risk Management
Global Trade & International Dealings	Health & Safety	Information Risk & Compliance	Insurance & Claims Management
Investigations	Legal Matter Management	Operational Risk Management	Physical Security
Privacy	Quality	Treasury Risk Management	

While organizations struggle in these 27 core areas - they want to make sure that their investment in technology can be leveraged for other risk and compliance issues. They are tired of wasteful spending and fragmented approaches to GRC - organizations want to be assured that their investment can be the backbone of a risk and compliance architecture.

Corporate Integrity has defined a core GRC architecture of 13 technology architecture categories that can be leveraged across risk and compliance processes to provide for sustainability, consistency, efficiency, transparency, and accountability. These 13 core GRC technology architecture categories are. . .

Assessments & Surveys	Audit Management	Control Documentation & Repository	Control Monitoring & Enforcement
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Enterprise Asset Management	GRC Dashboards & Reporting	Hotline & Whistleblower	Identity & Access Management
Investigations, Event, & Loss Management	Policy & Procedure Management	Risk & Regulatory Intelligence	Risk Analytics & Modeling
Training & Awareness Management			

We encourage you to comment on Corporate Integrity's GRC EcoSystem model as we wrap up the written research that will be published in the next few weeks. If you have comments on the GRC EcoSystem model - please send them to research@corp-integrity.com.

Recorded Webinar - [GRC 2.0 the GRC EcoSystem - Available Now to Subscribers!](#)

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.

- Discover a solid definition of GRC that wholly embraces governance, risk, and compliance. Examine current GRC Drivers & Trends and the state of today's GRC market landscape.
- Identify a taxonomy that maps the overall solution offerings of GRC with their related technologies, professional services, and knowledge providers.
- Understand the definitions of the GRC.EcoSystem: the roles buying GRC products & services, and the GRC.EcoSystem's Solution Offerings, Technology Offerings, Knowledge Offerings, and Service Offerings.

This teleconference features the culmination of our research into a new market model and approach to governance, risk, and compliance.

Workshop - [GRC Fundamentals for Technology Providers](#)

- 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.

[Register Now!](#)

- Boston Area, MA - October 29, 2008 - 8:00 a.m. - 5:00 p.m. Eastern, USA (-05.00 GMT)
- San Jose , CA - November 17, 2008 - 8:00 a.m. - 5:00 p.m. Eastern, USA (-05.00 GMT)

Michael Rasmussen recognized as ["Rising Stars in Rocky Times"](#)

Treasury & Risk has once again recognized Michael Rasmussen, President of Corporate Integrity, for his ongoing work in the corporate governance, risk and compliance. This time Michael has received recognition in RISING STARS IN ROCKY TIMES Treasury & Risk's 2008 picks of corporate America's outstanding financial & risk executives under the age of 40. Previous to this, in June 2007, Treasury & Risk, Michael was recognized as among the top 100 most influential people in finance with specific accolades noting his work in "Governance and Compliance: Saving the Planet and the Corporation."

Upcoming Events & Presentations

- 10/14 - 10/26: [Axentis Engage!](#) (Tucson, AZ, USA)
- 10/27 - 10/28: [Financial Services Outsourcing Conference](#) (Washington DC, USA)
 - [Managing CSR Across 3rd Party Relationship](#)
- 10/29: [WORKSHOP: GRC Fundamentals for Technology Providers](#) (Boston, MA, USA)
- 11/11: Breakfast Seminar: Optimizing Legal & Compliance Processes (Milwaukee, WI, USA - hosted by SkillSoft)

- o 11/12: [OCEG GRC IT Forum](#) (Dallas, TX, USA)
- o 11/13 - 11/14: [OCEG Leadership Council](#) (Dallas, TX, USA)
- o 11/17: [WORKSHOP: GRC Fundamentals for Technology Providers](#) (San Jose, CA, USA)

Upcoming Research Calendar

Corporate Integrity is currently working on the following research to be published in the months ahead . . .

- Strategies for Enterprise Investigations Management
- GRC 2.0 - The GRC.EcoSystem
- The Role of Identity & Access Management in GRC
- Key Trends in Segration of Duties & Access Management
- Next Generation Policy & Procedure Management
- Developing a GRC Strategy and Framework
- Developing a Regulatory Intelligence Strategy
- Marketing Corporate Compliance: Success Strategies in Branding Your Corporate Compliance Program
- Developing a Risk Intelligence Strategy
- Monitoring Risk with Risk Dashboards
- Effectively Managing Geo-Political Risk

Website Additions

On a final note . . . Corporate Integrity has recently finished updates to our website. Organizations can now find a list of our research, education, and advisory services available from the front page of our website. There are two menu items under Research that are yet to be made available - Vendor Directory and Resources & Links. These two areas will be available by the end of the year to provide buyers of risk and compliance services and technology more resources to resolve the issues they are facing.

Sincerely,
Michael Rasmussen
President & Research Analyst
mrasmussen@Corp-Integrity.com
[LinkedIn](#) · [Plaxo](#)

Corporate Integrity, LLC · www.Corp-Integrity.com
“Providing Strategic Direction in Enterprise Governance, Risk, & Compliance”
4948 Bayfield Drive · Waterford, Wisconsin 53185-3376 USA
+1.888.365.4560 (main) +1.888.365.4561 (fax)

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