

Success Story



Credit Suisse / Clariden Leu

"Our information security project has been a great success. TreeSolution helped us to increase the information security awareness of our staff actively and on target. Thanks to TreeSolution we have not only reached our goals but we have exceeded them."

STEFAN K. BURAU, CLARIDEN LEU, HEAD IT GOVERNANCE & SECURITY

International Swiss Private Bank – Information Security Culture Assessment & Awareness Program

Solutions and Services

- * Information security culture assessment with TWISK®
- * CEO commitment film
- * E-learning with film clips and test
- * Posters
- * Flyers
- * New awareness intranet presence
- * NewsFlash film clips

Numbers

People	1,500
Languages	2
Regions	world-wide
Assessment questions	49
Assessment target groups	22
Awareness topics for campaign	8

Partners

InfoSecure Group

Information security is an important matter for a private bank.

A number of steps such as staff information and clear desk flyers have already been taken to address and improve the quality of information security at

Clariden Leu.

However, to ensure that the required level of security is maintained, staff training is a vital part of this process.

The management of Clariden Leu has requested

suggestions on steps that can be taken to implement a security awareness program and has sought assistance in a company wide rollout of this program.

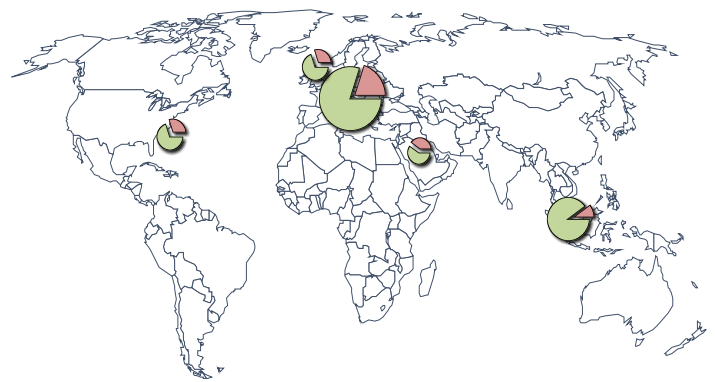
Information Security Culture Assessment

Firstly, the information security culture was assessed by means of a quantitative staff survey.

The survey was rolled out worldwide in two different languages and addressed all employees from staff to senior management.

TreeSolution's TWISK® was used for this assessment. A significant part of our knowledge is encapsulated in this comprehensive set of „smart“ tools.

Our TWISK® methodology allowed us to make accurate, in-depth diagnostics of Clariden Leu's situation and to pinpoint possibilities for improvement.



Worldwide results of the information security culture assessment (sample data)

The information security culture profiles of the 22 defined target groups have been computed.

Based on the target groups, different information security subcultures

have been identified.

Recommendations for target group specific improvement measures have been given.

Global Awareness Program



Samples of the Clariden Leu e-learning and News Flash

Based on the assessment, a global information security awareness program has been implemented together with our Partner InfoSecure Group, including:

- CEO commitment film
- six golden security rules
- e-learning program with film clips and a test
- management workshops
- promotional material including posters and flyers
- new awareness intranet presence

For the successful realization of this information se-

curity awareness program two factors were essential:

Firstly, that key people from Marketing & Communications as well as from Human Resources were part of the project team. Secondly, full commitment from executive board members was also crucial for the success of this information security awareness program.

These two factors were fundamental; however, another important element was a unique information security awareness brand. A unique branding

was created for all communication measures such as the e-learning program, posters, flyers, management workshops and the intranet portal.

The branding was represented by a photo which was created with the active cooperation of employees. It was a true eye catcher, and while it perfectly represented the program it also raised the consciousness for the project. Hence, the program was very well perceived by the staff.

Follow-Up Program

In our follow-up program an information security awareness management process was installed to constantly optimize the information security awareness level at the bank.

Additionally, two new

awareness issues („Social Media“ and „Internet and E-Mail security“) have been identified.

The two topics have been addressed with a News-Flash film, demonstrating in a modern and compelling way the kind of risks in-

volved in the internet and these new ways of communication.

A further quantitative assessment is planned to evaluate the outcome of the information security awareness program.

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At TreeSolution, we know that organization-wide implementation of truly effective information security has to be centered on people. So that you can get your information security to where you need it to be, our actions encompass not just technology, but also people, processes and policies — because the best technical procedures in the world will only work if all the people using them have the right information security awareness, behavior and culture.

Our solutions are based on real information, hard facts and years of painstaking research. We've tested and certified every part of the solutions in our catalogue so that you can have complete confidence in what we do. We have a unique focus on the combination of people and technology in information security that sets us apart.

TreeSolution Consulting GmbH is a spin-off of the international institute of management in technology (iimt) of the University of Fribourg in which Dr. Thomas Schlienger specialized in research in information security culture and awareness.