



**TREE**SOLUTION

SECURITY THROUGH AWARENESS

SECURITY AWARENESS STRATEGY



*“We rely on clear, precise rules for projects with our customers. For maximum performance, safety and efficiency, we follow clear assumptions. As a customer, you talk with us from the beginning.”*

*Dr. Thomas Schlienger*

**Dr. Thomas Schlienger,**  
*TreeSolution Consulting, CEO and founder*



# LOOKING FOR AN EFFECTIVE AWARENESS STRATEGY?

**A security awareness strategy lets you implement your security effectively.  
Our awareness strategies are designed to reach your goals.**

- Planning and implementation of an awareness strategy
- Definition of the right behaviour, integration into the awareness strategy
- Secure behaviour becomes part of the corporate culture

# EFFECTIVE AND WELL-ROUNDED TRAINING

## Information Security ABC

Even if a robust technical approach is a critical part of the whole system, it would be useless alone. If you do not ensure that it is accompanied by an equally strong information security ABC (Awareness, Behaviour, Corporate Culture) among all your employees, then your money is wasted.

## Strategy

Our awareness strategies are designed to reach your goals. The target definition is based on measurement results, as for example, those realised with our Security Awareness Radar®.

## Monitoring & Controlling

The security awareness strategy is monitored and controlled. Follow-up evaluation can easily be integrated in the process, to confirm the improvement.

## Tools

Various tools that can be tailored specifically to your needs allow you to implement a targeted and versatile security awareness strategy.

## Increased Awareness and Understanding

Various tools that can be tailored specifically to your needs allow you to implement a targeted and versatile security awareness strategy.

# AN AWARENESS STRATEGY LETS YOU IMPLEMENT YOUR SECURITY EFFECTIVELY

Starting with your situation,

the requirements and targets for effective implementation, which we define together, TreeSolution can work with you on the following strategic issues:



## Develop & Implement

By recognizing the fundamental factors that affect your organization, we develop and implement a strategy with you in order to increase awareness in your organization. We make it relevant, interesting and even humorous - but above all we do it effectively.



## Define & Integrate Behaviour

We define the correct behaviour with you and integrate it in the security awareness strategy. Monitoring, repeated inspections and surveys are means by which we work, so that the security awareness of your employees also influences behaviour correctly.



## How we do it here

Assimilation of the right security awareness and behaviour into the corporate culture means that information security becomes a part of “how we do it here”. Since no two corporate cultures are the same, our experience is the key to making this happen for each individual customer.



*“Thanks to TreeSolution,  
we have exceeded our  
goals for developing an  
information security culture  
in our company.”*

**Stefan Burau,**  
CISO Helsana Versicherungen AG

# MANAGEMENT PROCESS

TreeSolution works closely with you to plan, introduce, monitor and further develop the future information security for your organization. Security culture must be promoted, adapted and changed in a constant process to achieve a continual improvement and to be able to consider the continuous changes in social collaboration and in the risks of the information and communication technology. Hence, the management of security culture is a continuous improvement and adjustment process.

Our TreeSolution methodology is a quality management process that enables a constant and continuous improvement of security awareness and information security culture. It has been designed according to the Information Security Management System (ISMS) of the ISO/IEC 27001 standard.

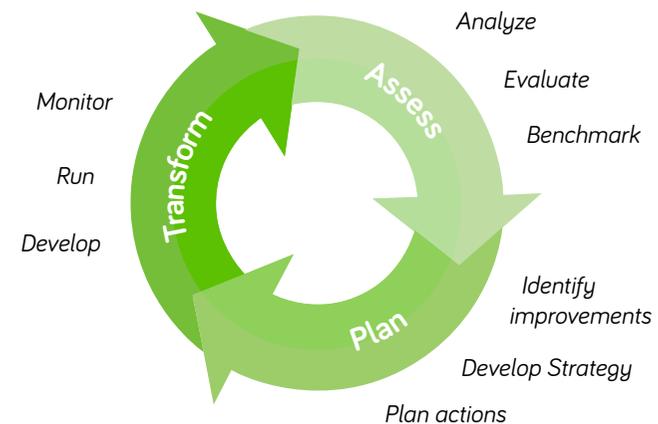


Figure: TreeSolution Management process

# CHANGE MANAGEMENT STRATEGY

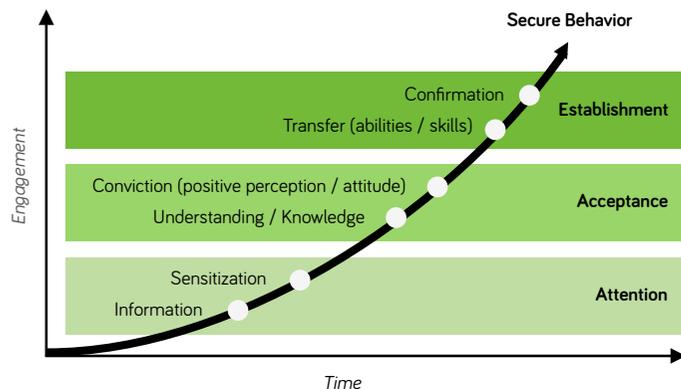


Figure: From awareness to secure behavior

Taking a change management approach to awareness is crucial. The consideration of the most important principles of change management will finally help ensure that the awareness goals are met. At the same time, it creates a sound starting point for consecutive awareness activities. Together with you we define an integral change management process to ensure that all efforts are integrated and the change achieves real and ongoing benefits.

We also train your managers, so that they continue to motivate your employees and maintain the right information security principles every day. TreeSolution therefore ensures that management participates at all levels in order to bring in information security that works.

# CONTINUOUS IMPROVEMENT

Evaluation of the strategy is essential to understand its effectiveness, as well as to use the data as a guide to adjust the initiative to make it even more successful. We define SMART (Specific, Measurable, Agreed upon, Realistic, Time-based) key performance indicators (KPI) with you, which will help you to track the progress and continuously optimize your awareness activities.

Starting with what makes most sense for your particular situation, we use our knowledge and expertise and select the precise tools and methods to make it possible for you. This is a highly effective solution that turns other “rule book” approaches on their head. Instead of trying to adapt client needs to a standard product and service, we tailor our professional offer precisely to your requirement.

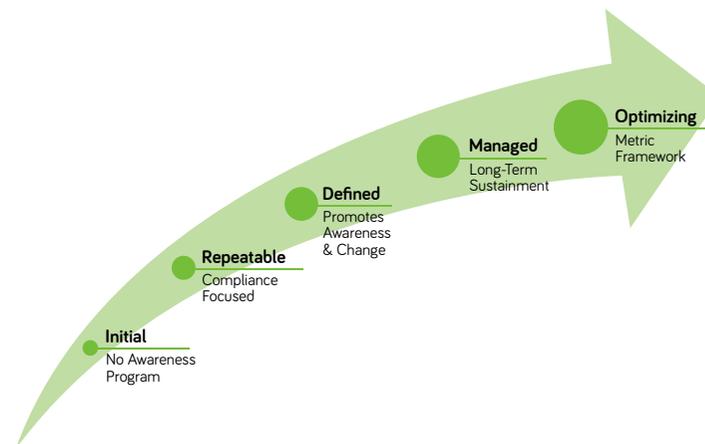


Figure: Capability maturity model of security culture



X22122490---FFD

code XXX XXXX XXXX

002011 basic option accepted

00999-00200200000

```

[cpu] done / done / password found / operation 129 227
[cpu] negative / negative / [not found] / operation 2289 9
[cpu] done / negative / error 003
[cpu] error / error / restart
[cpu] done / done / access / complete / operation 122 334
[cpu] error
[cpu] negative / analyzing / operation 552 390
[cpu] preparation complete / code xxx000x0xx0x0

```



*Be prepared with  
the ABC of TreeSolution:*

**A**WARENESS  
**B**EHAVIOUR  
**C**ULTURE





## YOUR KEY BENEFITS

Definition of the right behaviour	1	4	Participation of managers
Effective change management strategy	2	5	Information security becomes part of the corporate culture
Implementation of what makes sense for your specific situation	3	6	Continuous improvement through monitoring, regular reviews and surveys



## TREESOLUTION CONSULTING GMBH

*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  
+41 (0)31 751 02 21  
info@treesolution.com  
[www.treesolution.com](http://www.treesolution.com)

© 2019, TreeSolution Consulting GmbH. All rights reserved.  
Awareness Radar® is a registered trademark of TreeSolution Consulting GmbH.  
Publication or copy, also only in extracts, is forbidden without permission of the author.

