



EBOOK

Measuring Asset Risk





Contents

PAGE 03

One Thing You Didn't Know About Measuring Risk

PAGE 04

How Costly Is Asset Insecurity?

PAGE 05

Secure Your Assets

PAGE 06

YOU ARE AT RISK

PAGE 07

Test Your Digital Asset Security Awareness

One Thing You Didn't Know About Measuring Risk

"You have used a tape measure before."

How accurate is this statement?

I realize this claim is not a bold prediction like the future value of Bitcoin at the end of the quarter.

But while you may have used a tape measure before, you may not be aware of everything this tool offers. Did you know that the first inch of the tape is 1/16 of an inch short? Yes, that's right. The first inch of your tape measure isn't an inch.

This deviation is intentional. The tape measure's metal hook is calibrated so that it moves just enough to give you an accurate measurement, whether you position the clip inside or outside an object.

It's a tool designed to handle your specific circumstances, just as protecting your assets (things you value) is tailored to your business.

Delivering projects on time and within budget to your customers hinges on the integrity and availability of essential workflows.

However, one of the most common ways to damage the slide on your tape measure's hook is by letting the tape recoil quickly. As a result, the hook will slam into the tape measure's case, loosening the specialized mechanism you use for measuring.

Similarly, it's damaging to your business when criminals exploit your weaknesses and effectively slam your revenue, cash management, and reputation. **Certitude Security®** members can help you understand the specialized tools you have at your disposal and adapt them to your business needs. Read on to find out how Certitude Security® can help you build your business with trust.



How Costly Is Asset Insecurity?

You would never pour a slab in standing water and mud; site preparation prepares the land for construction. Proper site prep can save you time and money during the job. Likewise, investments for adequate cyber security prepare your organization to save time and money from business disruption expenses.

Information security impacts all organizations that provide goods or services to their customers. Teams responsible for estimating, project management, and accounting rely on data from workflows within your business. But how are your employees, subcontractors, and customers impacted by the disrupted flow of information within your company?

Cyber criminals continue building momentum because of slow and reactive decisions by construction industry executives. Opportunistic thieves see you as an easy means to improve their cash flow, as you succumb to extortion when they encrypt your systems and steal your data.

According to a 2021 IBM survey¹, it takes 287 days on average to identify and contain a data breach. The most common outcome is paying a ransom when you cannot access your data or systems. The time and resources you may spend on recovering from data breaches can potentially impact your company severely.

Problems are more manageable (and cheaper) to correct before a crisis impacts your schedule and budget. Are your assets secure from probable loss? How do you know?



¹<https://newsroom.ibm.com/2021-07-28-IBM-Report-Cost-of-a-Data-Breach-Hits-Record-High-During-Pandemic>

Secure Your Assets

To keep assets secure, you need to measure the internal and external exposure from security vulnerabilities likely to cause data loss. Developing this understanding is essential to the data you store and process on electronic devices.

Senior executives must fully understand the vital decisions they're making. Bias can influence actions and decisions as decision-makers ignore prudent advice. Therefore, a shared understanding of cyber risk and data protection acceptance is necessary for sound investment decisions.

A great starting point for team awareness is the Loss Avoidance Diagnostic for Leaders. This confidential business process discussion reveals the inner workings of workflow security — peeling the onion, so to speak — as we eliminate assumptions (without tears) and clarify what is most important for the operation of your business.

Once leadership and IT management understand that we utilize a multi-stakeholder shared purpose approach, commitment to asset protection through site prep improves, and breakthroughs occur.



Why does knowledge of our intent and process change engagement? The anxiety subsides with the understanding that we focus on helping the team without criticizing past decisions and indecisions. Great moments take place when open and honest dialogue replaces defensiveness and subversion.

YOU ARE AT RISK

Your exposure to real threats will lead to harm and loss. How can we make that bold assertion? Because 100% of the time, we discover issues in preventing attacks in business workflows. Are you prepared to continue building your business in the mud?

Indeed, you don't know what you don't know — but the uninformed receive no mercy from criminals. The [Loss Avoidance Diagnostic for Leaders](#) improves planning processes with added awareness, draining years of assumptions with confidential discussions that increase shared knowledge.

You have assets to protect and timelines to meet, so let's focus on your needs. Disruption is not merely possible; it is probable. Contact Rich Hobbs or Glenna Keys at the AGC of Ohio to begin your security site prep, or feel free to contact Lowell Bowdle at Certitude Security® for cyber security assistance directly.

Transparency is key to understanding and preparation. We encourage responsible leadership committed to collaboration and action through a deeper understanding of better asset protections to help your business thrive. Learn more about how to best avoid loss today by watching our introductory [video](#).



Test Your Digital Asset Security Awareness

Are you curious about the depth of your digital security awareness?
Complete and submit this quiz to receive feedback on your understanding.

The choice of answers to be applied to the three questions below are **38%**, **20%**, and **10%**:

- 1 The average increase in the total cost of a breach from 2020 to 2021: _____
- 2 Share of total breach costs attributed to lost business: _____
- 3 Share of breaches initially caused by compromised credentials: _____

Identify which of the following descriptions are threats to your assets:

- 1 Cloud: _____
- 2 Social engineering: _____
- 3 Organized crime: _____
- 4 Mobile devices: _____

The email address for submitting your quiz answers is info@certitudesecurity.com

LOCATE THE QUIZ ONLINE





certitudesecurity.com