



# 2007 AICPA Top Technology Initiatives

Presented by:

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# Agenda

- AICPA IT Community Overview
- Top Technology Initiatives Background
- Review the List
- Explore the Top Techs in Depth

# The AICPA IT Community:

- Information Technology Membership Section (IT Section)
  - Available to CPAs and also to non-CPAs who are employed by a public accounting firm
- Certified Information Technology Professional (CITP) Credential
  - Offered exclusively to CPA's who are AICPA members and who have a specialty focus in technology

# What is the IT Section?



- The IT Section is an AICPA voluntary membership section that serves as a technology resource to keep you informed on the latest trends in technology from a CPA's perspective
- The IT Section provides the community, resources, tools, and support you need to enhance your understanding and use of technology in the business, government or academic communities you serve



# What Is A Certified Information Technology Professional (CITP)?

- A CITP is a CPA who:
  - Is credentialed by the AICPA as an Information Technology professional
  - Is recognized for their unique ability to bridge between business and technology
  - Has achieved a combination of IT-related certifications, degrees, continuing education and business experience providing them with a *wide range* of documented IT competency

# Top Techs Background

- The list has been produced annually for the past 18 years
- Origin of the list
  - Key deliverable of the AICPA IT Section
  - Working Group prepares survey
  - AICPA ITMS, ITA and ISACA members vote
- What's an "initiative?"
- Time frame – 12-18 months

# 2007 Top Technology Initiatives

1. Information Security Management
2. Identity and Access Management
3. Conforming to Assurance and Compliance Standards
4. Privacy Management
5. Disaster Recovery Planning & Business Continuity Management
6. IT Governance
7. Securing and Controlling Information Distribution
8. Mobile & Remote Computing
9. Electronic Archiving and Data Retention
10. Document, Content and Knowledge Management

## 2007 Top Tech Initiatives “Themes”

- Security
- Privacy/Identity
- Risk Management
- Empowerment

# #1 Information Security Management

- People, process and systems that safeguard critical systems and data from internal and external threats
- Three pillars:
  - Confidentiality
  - Integrity
  - Availability



## Information Security Management “Short List”

- ✓ Router/IP addressing
- ✓ Firewall
- ✓ Patches
- ✓ Anti-
  - Virus
  - Spam
  - Spyware
- ✓ Passwords / Passphrases
- ✓ Unprotected Shares
- ✓ Personal Firewall
- ✓ Web-based e-mail/  
file sharing
- ✓ Wireless
- ✓ Physical Access
- ✓ Backups



## #2 Identity and Access Management

- Hardware, software and process used to authenticate user identity, then provide appropriate access to authorized systems.



# Identity and Access Management

- Authentication Factors
  - What you know
    - Passwords/passphrases
  - What you have
    - Tokens, digital certificates, PKI
  - Who you are
    - Biometrics (finger, hand, retina, etc.)
- Two factor authentication will become increasingly important.



## #3 Conforming to Assurance and Compliance Standards

- Formalized strategies and systems to address organizational goals and statutory requirements
- Includes risk assessment standards, risk management and continuous monitoring/continuous auditing
- Are You in Compliance?
  - HIPAA, GLB, SB1386



## #4 Privacy Management

- The rights and obligations of individuals and organizations with respect to the collection, use, disclosure, and retention of personal information.

[www.aicpa.org/privacy](http://www.aicpa.org/privacy)



## Steps to Protect Personal Information (PI)

- Don't collect more PI than needed.
- Don't retain PI longer than legally required and/or necessary for business purposes.
- Protect PI you collect, use, disclose and retain.
- Ensure additional protection methods on sensitive PI retained.
- Restrict access to PI to only individuals with a business need to access information.
- Dispose of PI appropriately.
- Keep anti-virus software and security patches current.
- Instill awareness and train employees on the proper handling of PI.
- Know federal, state and local laws and the rights consumers and employees have under those laws.
- Conduct regular audits to ensure PI is protected.



## #5 Disaster Recovery Planning & Business Continuity Management

- Identifies potential threats and the impact those threats may have on an organization.
- Organizations then proactively plan for business continuity in the event of a loss of business information resources.



# Disaster Recovery Planning & Business Continuity Management

- Have a plan!
  - Remember the goal
  - Identify stakeholders
  - Identify key assets and processes to protect
  - Devise strategy to provide maximum protection and minimize downtime
  - Document the plan
  - Test the plan
  - Repeat and update!



## #6 IT Governance

- Relationships and processes that
  - direct and control an organization
  - help it achieve its goals
  - add value while balancing risk versus return over IT and its processes
- Includes IT ROI, or the decisions around technology investments and how to optimize related returns
- Holistic approach, driven from the top down



## #7 Securing and Controlling Information Distribution

- Protecting and controlling distribution of digital data, i.e. enabling secure distribution and/or preventing illegal distribution and access to protected information.



## Secure Digital Distribution/ Access Methods

- Network
  - VPN
- E-mail
  - Digital certificates/PKI
  - Hosted/3<sup>rd</sup> party
- Documents
  - Encryption (private key)
  - Digital Rights Management (DRM)
- Web sites
  - Digital Certificates/PKI



## #8 Mobile and Remote Computing

- Technologies that enable users to securely connect to key resources anywhere, anytime, regardless of physical location.



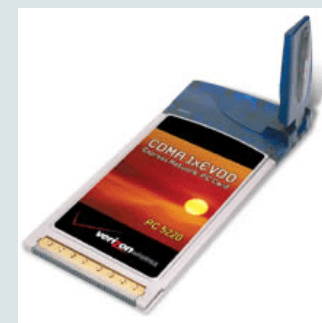
# Mobile and Remote Technologies

- Internet
- Remote connectivity
  - Terminal Services/Citrix
  - VPNs
- Remote Control
  - GoToMyPC
- Teleconferencing/Web Meetings
- VoIP



# Wireless Technologies

- Personal Area Network (PAN)
  - Bluetooth
- Wireless LAN (WLAN)  
Technologies 802.1 a/b/g
- Wireless WAN (WWAN)  
Technologies 2G, 3G
- WiMax – still emerging, but should see more soon



## #9 Electronic Archiving and Data Retention

- Technologies to enable appropriate archiving and retrieval of key information over defined periods of time.
- Includes e-data retention policies.



## Electronic Storage and Backup Technologies

- Direct Attached Storage (DAS)
- Network Attached Storage (NAS)
- Storage Area Networks (SANs)
- Optical Devices
  - CDs, DVDs, Blu-Ray
- Backup Devices
- USB Drives



## #10 Document, Content and Knowledge Management

- Process of capturing, indexing, storing, retrieving, searching and managing information electronically, including database management of PDFs and other formats.
- Knowledge management then brings structure and control to this information, allowing organizations to harness the intellectual capital contained in the underlying data.



# Top Technology Initiatives Member-Only Toolkit

## Toolkit Components

- **PowerPoint Presentation** with speaker notes covering each of the Top Technology Initiatives. Customize this with your own firm/organization name and contact information.
- **Previously Recorded Web Seminar** – Listen to a previously recorded session presented by David Cieslak, CPA.CITP, GSEC, to get ideas for any presentations you may be doing (To be made available after March 21 web seminar).
- **Sample Session Description** – Use this sample description to promote your Top Technology Initiatives presentation.
- **Short Article** on the Top Initiatives that can be used in your firm/client newsletter or on your organization's intranet and in-house newsletter. You can also copy and paste the Short Article into an e-mail to distribute throughout your company.
- **Glossary of Top Technology Initiatives**, available in PDF so you can share and/or print and distribute.

# IT Section and CITP Benefits

- Participation in the annual AICPA's Top Technology Initiatives selection process
- Exclusive Top Technology related web seminars, resources, guides and content
- Discount on the annual Tech+ Conference registration, where members can participate in educational sessions for CPE and network at unique community events
- Monthly communications to stay informed and on top of the leading technology issues and trends – from a CPA perspective

# Exclusive CITP Benefits

- Membership in the IT Section
- Monthly CITP Web Seminars
- CITP Marketing tool-kit
- Exclusive member-only communications
- CITP-only content on the IT Center Web Site

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\*Offers only valid for members who join the IT Section or apply for the CITP credential from May 1-July 31, 2007.  
Mention promo code RGW for \$100 off IT Section Membership or \$200 off of the \$550 CITP enrollment fee.

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For more information about the IT Section or CITP credential and the current promotions

Visit: [aicpa.org/infotech](http://aicpa.org/infotech)

E-mail: [infotech@aicpa.org](mailto:infotech@aicpa.org)

Call: 888.777.7077 (option 4)



For more information about the TECH+ Conference,  
including how to register

Visit: [cpa2biz.com/conftech](http://cpa2biz.com/conftech)

# RESOURCES

Additional Top Technology Initiatives program information is available on the AICPA IT Center. Visit [www.aicpa.org/toptech](http://www.aicpa.org/toptech)

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# Questions?