

## Five top reasons to subscribe

1. Awareness is *what we do*. We research, write and deliver top quality awareness materials, releasing you from that burden in order to focus your valuable time on interacting with your audiences.
2. NoticeBored covers a broad range with around 40 information security topics, including the very latest developments (such as cloud computing and emerging forms of social engineering).
3. Although our materials are camera-ready, they are ordinary office files that you are welcome to customize or adapt to suit your purposes.
4. Sustained, highly motivational security awareness programs are the *only* way to develop and maintain a genuine deep-rooted corporate security culture.
5. NoticeBored is extremely cost-effective. Can you honestly afford the time and effort to prepare similar awareness materials?

**For more information,  
check our website  
[www.NoticeBored.com](http://www.NoticeBored.com)  
or call +64 6874 3344**

## About Isect ([www.isect.com](http://www.isect.com))

### Our watchword is security

William Pitt (The Elder)

Isect Ltd. is an information security consultancy, specializing in security awareness. We are based in New Zealand, serving a wide variety of customers around the globe.

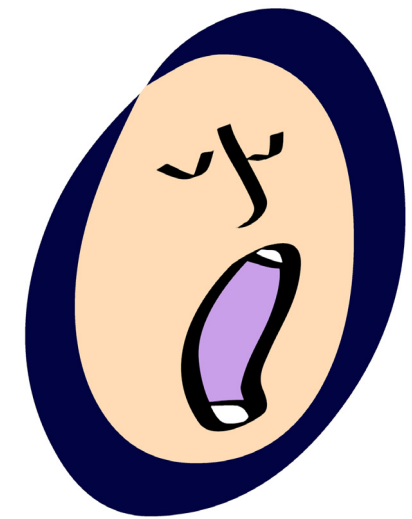


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## NOTICEBORED

The security awareness  
subscription service

The two words  
'communication' and  
'information' are often used  
interchangeably, but they  
signify quite different things.  
Information is giving out:  
communication is getting  
through.

Sydney Harris

## Why is security awareness so important?

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In the modern age, information has become *the* most valuable corporate asset of all. However, despite huge expenditure on technical and other security controls, security incidents and breaches continue to cause enormously costly impacts. Why is this?

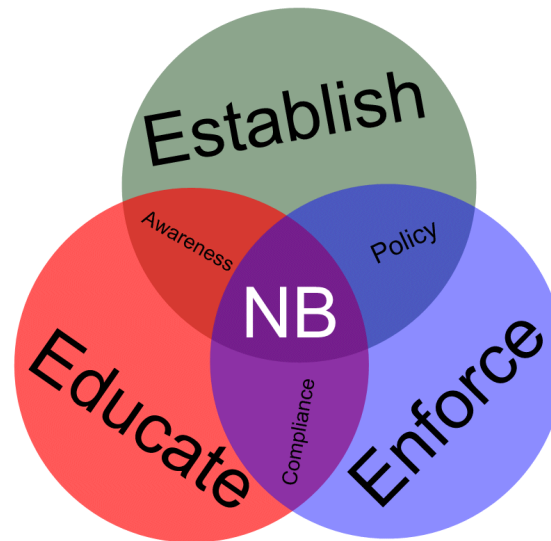
It is because **people, rather than technologies, have become the main source of information security risks.** Instead of being the organization's greatest strength, we humans have become its weakest link.

Most organizations have passed the point of diminishing returns on their investments in security controls. Stakeholders are – quite rightly – demanding more value from security, including the security controls that are already in place. It's all very well having fancy security tools but if they are not being used properly, money is being wasted. What's more, measuring and demonstrating the value of information security is itself an excellent way to make managers more security-aware while, in turn, management support for information security increases compliance among staff. It's a win-win situation.

## Making awareness work

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Our 'three Es' model highlights the main purposes of awareness.



Compliance is a strong driver, given that ISO/IEC 27001, PCI-DSS, privacy laws, HIPAA and other laws, regulations and good practice standards demand security awareness, and for good reason.

## What is NoticeBored?

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NoticeBored is an innovative subscription service. Every month we prepare and deliver a fresh batch of creative security awareness materials on a hot information security topic. Through a comprehensive suite of posters, briefings, seminars, puzzles, newsletters, policies, procedures, mind maps, metrics, tests and other security

awareness materials on the chosen topic, you inform your employees, get them thinking and talking about security and motivate them to use the controls properly.

Using the latest adult learning techniques combining conceptual, psychological, textual and visual cues, NoticeBored grabs the attention of three key audiences through three parallel streams of creative awareness material aimed at staff/general employees, managers and IT professionals. By addressing these distinct audiences in their own familiar terms, we aim to catch their imaginations, help them think more positively about information security and support each other as one team.

## *Beyond awareness*

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We appreciate that "being aware" of security is not the same as "being secure". It is merely a step on the way, albeit an essential one. Our aim is to help you reach your ultimate goal, which is not just to ensure the organization's information assets are adequately protected. Getting even more value from information is equally important. A strong and reliable information security framework underpins the organization, enabling management to participate confidently in current and new business ventures.