CISM Certified Information Security Manager® An ISACA® Certification

Battlecard

Elevator Pitch

CISM brings credibility to IT teams and ensures alignment between the organization's information security program and its broader goals and objectives. CISM elevates the perception of the IT security team, proving to the business side of the organization that the IT team has the management-level skills to communicate vulnerabilities and solutions from a business standpoint and balance priorities effectively. CISM provides instant recognition and credibility with external regulators, auditors and clients.

Features

- CISM is the only credential focused on strategic enterprise IT security management.
- CISM validates the IT teams' expertise and experience in Information Security Governance, Information Security Risk Management, Information Security Program and Incident Management.
- CISM validates your team's ability to manage, design and assess enterprise information security across all technologies and platforms and prioritize initiatives at a strategic level.

Benefits

- **Reflect latest trends:** CISM knowledge areas reflect the latest work practices of CISM practitioners as well as changes in the business landscape.
- **Create a common language:** CISM validates your team's ability to create a common language throughout the organization and communicate effectively with technical and non-technical roles.
- **Drive business ROI:** CISM elevates the thinking of IT security, cybersecurity, audit and risk professionals to a higher level, giving them the expertise to communicate security risks and needs with upper management in terms of business ROI.
- **Add credibility:** CISM can give your team instant recognition and credibility with regulators and auditors as it is a reassurance that the security strategy is in capable hands.

" CISM is highly recognized within the security community locally as well as across the globe. When regulators come to visit, they make a point to mention the certification and say that they appreciate working with business partners with this designation."

—Jennifer Hunt, CISA, CISM, Cybersecurity Manager, VP, Bank of the West

Description

Designed for experienced security managers, cyber security professionals and those who have information security management responsibilities. The CISM designation demonstrates commitment to compliance, security and integrity; ultimately contributing to the attraction and retention of customers.

Target Audience

- Mid to high-level professionals in enterprises, who have a minimum five years of work experience in CISM domains
- IT teams who interface with clients, regulators and external auditors
- IT team leaders who are strategic liaisons with upper management and boards, and need to communicate potential vulnerabilities and solutions at a high level with typical non-IT audiences

Differentiators

First offered in 2002, CISM certification has been earned by over 55,000 information security professionals, with a 96% certification renewal rate and a $158K average annual salary in North America. CISM certification is held and valued by distinguished leaders across the spectrum of industry sectors and leading global brands. By hiring those with a CISM certification, business leaders will solve the puzzle of getting the mix of critical technology and business skills and experience just right.

Industry Trends

- 41% of CISM's strongly agree and another 41% agree there is a greater demand for their skills since becoming certified. (Source: Cert Mag Salary Survey, 2021)
- Per the *2021 Cloud Adoption and Risk Report* sponsored by CSA, the most important IT skills needed in the next five years are:
  - Incident response management, cited by 80.4% of respondents
  - Experience with large datasets, cited by 74.7% of respondents
  - Communication with non-IT departments, cited by 66.4% of respondents

Competitive Landscape

- Certified Information Systems Security Professional (CISSP) – (ISC)2
- CompTIA Stackable Certification Programs – CompTIA
- CISSP and CompTIA Security+ validate baseline skills needed to perform core security functions at a practitioner level—CISM stands out from the crowd due to its unique focus on overseeing information security at a strategic level.

CPEs

- **To maintain your CISM, you must earn and report a minimum of 120 CPE hours every three-year reporting cycle and at least 20 hours annually.**
- CISM awards up to one hour of CPE for every one hour of instructor led training.
- CISM online review course earns 21 CPEs.
- See **isaca.org/credentialing/how-to-earn-cpe** for additional information.

Pain Points

- Information security failures can result in significant damage to an enterprises bottom line as well as its reputation.
- According to the Center for Strategic and International Studies (CSIS) and McAfee, cybercrimes currently cost the world almost US$600 billion each year, or 0.8% of global GDP.
- BYOD trend is becoming popular in workplaces. According to Dell, about 60% of employees use a smartphone for work, further increasing the market growth for user authentication.
- Asia-Pacific is an emerging market for security and vulnerability management vendors. Per *ESET Enterprise Survey 2019 Report,* almost 1-in-5 businesses in the region experienced six or more security breaches since 2017.

Objection Handling

Q: Why do I need a CISM certification?

A: This is a certification for those with technical expertise and experience in IS/IT security and control that want to move into management.

Q: I already have a CISA, why do I want a CISM?

A: Many individuals have both, as they are complementary certifications. CISM certification demonstrates your information security management expertise and many organizations now require it.

Awards and Recognitions

- SC Media named CISM the Best Professional Certification Program in 2020.
- CISM was featured on the top 10 list of security and cybersecurity certifications for 2021 compiled by Coursera, Indeed and Infosec Institute.
- *CIO.com* placed CISM on their list of the 15 most valuable certifications for 2021.
- The American National Standards Institute (ANSI) has accredited the CISM certification program under ISO/IEC 17024:2012.

"CISM body of knowledge being universal and practical in nature, has helped me in my consulting projects in maturing the information security management practices for our multinational corporation (MNC) and other esteemed clients. Another unique aspect of this certification is the Information security governance that helps in positioning information security as an important discussion topic for the board of directors."

—Sanjiv Agarwala, CISA, CISM, CGEIT, MD & CEO, Oxygen Consulting Services

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