

Security Hold Em

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Agenda

- Intro
- Needs and Opportunity
- Audience
- Goals
- Solution
- Implementation and Challenges
- Measurement
- Q&A



“Everything can be improved.”

C.W. Barron

Intro

- Security Hold Em was designed around the popular Texas Hold Em game.
 - It was conceived to deliver key security messages and implement behavioral change in associates



Needs

- About Alliance Data:
 - 2nd largest issuer of private label credit card programs
 - 92 million cardholders
 - Clients are brand name companies who make credit cards available to their customers
 - Our relationships generate more than \$7.5 billion in credit card sales
 - 221 million billing statements annually

- Our associates are responsible for information!

Opportunity

- Security Incident:
 - Anything that puts the company, its data or its associates at risk.

- Most security breaches start with an incident

- The opportunity:
 - Address topics regarding security incidents
 - Reach across multiple levels of the business
 - Attract and keep associate attention

The Flop

- In-session demo



Audience

- Target audience:
 - Approximately 2,000 associates
 - Creative arm of the company
 - Historically resistant to education and canned messaging
 - 14 locations across the U.S. and Canada
 - Average age: 40 years
 - Average length of employment: 5 years
 - Information preference: Sophisticated and creative demos and programs

Goals

- Goal 1: Measure a 40% participation rate
 - Why?
 - Average campaign rate is 5%
 - Creates the “Human Firewall” Effect

- Goal 2: Significant drop in security incidents
 - Direct reflection on level of participation

Solution

- Creativity was absolutely necessary
- Texas Hold Em was identified as most popular/recognized among associates
- Considerations during design:
 - Associate time off the clock
 - Short bursts of information for retention
 - Online
 - Keep things fun!



The Turn

- In-session demo



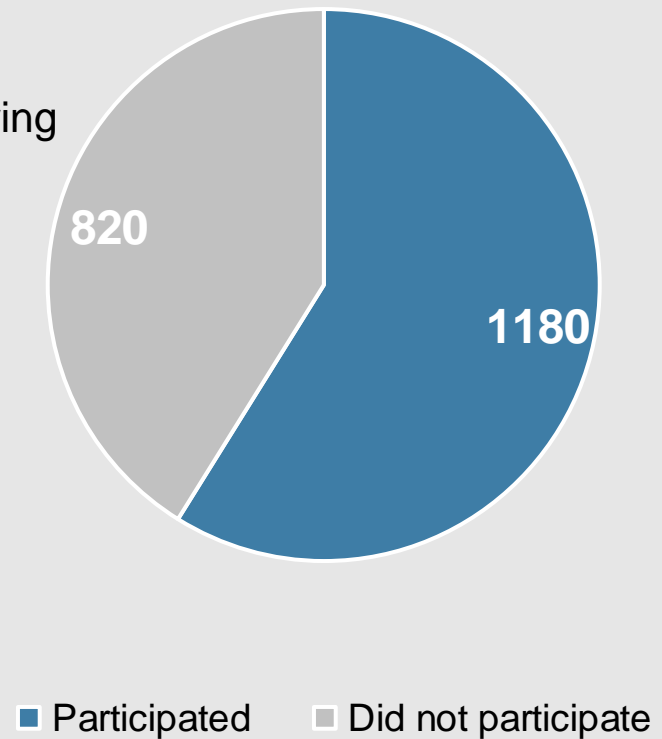
Implentation and Challenges

- Budget considerations
- Challenges:
 - Maintain associate participation throughout campaign
 - Legitimately enjoyable yet educational



Measurement

- Goal 1: Measure a 40% participation rate
 - Achieved 59% participation
- Goal 2: Significant drop in security incidents
 - No incidents reported in January 2009, still monitoring



The River

- In-session demo



Measurement

- Why did it work?
 - Targeted the audience
 - Identified the Human Firewall Effect
 - Out of the box thinking
 - Infused creativity into old ideas

Questions?

