



LEADING THE IT GOVERNANCE COMMUNITY

COBIT[®]

4.1

THE NEWEST EVOLUTION OF
CONTROL OBJECTIVES FOR
INFORMATION AND RELATED
TECHNOLOGY, THE WORLD'S
LEADING IT CONTROL AND
GOVERNANCE FRAMEWORK

www.itgi.org/cobit

COBIT

4.1

What if there was a way to reduce IT-related risks, maximize the benefits of technology investment, increase the value attained from IT, and ensure compliance, continuity, security and privacy? There is:

Control Objectives for Information and related Technology (COBIT®), developed by the IT Governance Institute® (ITGI™).

COBIT® 4.1 is an internationally accepted set of tools organized into a framework that executives can use to ensure their IT is helping them achieve their goals and objectives. It ensures IT is working as effectively as possible to minimize IT-related risks and maximize the benefits of technology investment. COBIT 4.1 provides a common language for executives to communicate goals, objectives and expected results with audit, IT and other professionals.

COBIT 4.1

- Does your enterprise's IT support the business? Is it aligned with the business?
- Is your IT performing to its optimal capability?
- Is your IT adding value to the business?
- Are IT risks being effectively mitigated?
- Are your IT investments being effectively managed throughout their life cycle?
- Is the importance of governance understood at all levels of your enterprise?
- Are the benefits of your IT being maximized?

If you did not answer yes to all of the above questions, your enterprise does not have an effective IT governance framework in place. Most, if not all, business activities are affected by IT, with an increasingly visible impact to end users. Successful enterprises recognize the need to maximize the value of IT-related investments and that the need for IT governance is greater now than ever before. The best way to ensure this is to implement an IT governance framework.

An effective IT governance framework:

- Provides clear direction to ensure that IT investments support the business
- Is an effective way to manage change
- Creates value for the business in alignment with enterprise objectives
- Addresses the complete life cycle of IT investment

COBIT, developed by the IT Governance Institute® (ITGI™) is a comprehensive IT governance framework. COBIT 4.1 deals with every aspect of IT and is the only governance framework that addresses the complete life cycle of IT investment.

What is COBIT?

COBIT is:

- An international unifying framework that integrates all of the main global IT standards, including ITIL, CMMI and ISO 17799.
- A product of 15 years of research and cooperation among global IT and business experts.
- A tool for compliance with Sarbanes-Oxley and many other global standards.

What Does COBIT Do?

COBIT:

- Improves IT efficiency and effectiveness
- Helps IT understand the needs of the business
- Puts practices in place to meet the business needs as efficiently as possible
- Ensures alignment of business and IT
- Helps executives understand and manage IT investments throughout their life cycle

- Provides a method to assess whether IT services and new initiatives are meeting business requirements and are likely to deliver the benefits expected
- Helps to develop and document the appropriate organizational structures, processes and tools for effective management of IT
- Provides an authoritative, international set of generally accepted practices that helps boards of directors, executives and managers increase the value of IT and reduce related risks

- Better alignment, based on a business focus
- Better quality IT services
- Improved efficiency and optimization of cost
- Reduced operational risk
- More effective management of IT
- Clear policy development
- More efficient and successful audits
- Clear ownership and responsibilities, based on process orientation

How Does COBIT Support IT Governance?

COBIT supports IT governance by providing a framework to ensure that:

- IT is aligned with the business
- IT enables the business and maximizes benefits
- IT resources are used responsibly
- IT risks are managed appropriately

What are the Benefits of Implementing COBIT?

There is a clear difference between enterprises that manage their IT well and those that don't, or can't. Implementation of COBIT is a sign of a well-run enterprise, as it is a proven and internationally accepted set of tools and techniques.

The benefits of implementing COBIT include:

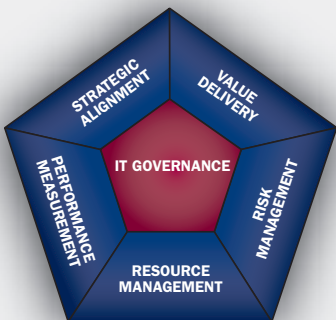
- A common language for executives and IT staff
- A view, understandable to management, of what IT does
- A better understanding of how the business and IT can work together for successful delivery of IT initiatives

Want to Know More?

Visit www.itgi.org/cobit and download your complimentary copy of COBIT 4.1 today!

By downloading COBIT 4.1 and visiting the web site you will:

- Get the most complete and up-to-date information on COBIT and related products including online tools, implementation guides, case studies, newsletters and educational materials
- Learn how other enterprises are using COBIT
- Receive a complimentary subscription to *COBIT® Focus*, the newsletter dedicated to the COBIT user community, by being placed on our distribution list
- Have access to the ISACA Bookstore (www.isaca.org/bookstore) where you can purchase COBIT 4.1 and other valuable COBIT products
- Find the COBIT mapping papers as well as translations of COBIT



IT Governance Focus Areas

- **Strategic alignment** focuses on ensuring the linkage of business and IT plans, on defining, maintaining and validating the IT value proposition, and on aligning IT operations with enterprise operations.
 - **Value delivery** is about executing the value proposition throughout the delivery cycle, ensuring that IT delivers the promised benefits against the strategy, concentrating on optimizing costs and proving the intrinsic value of IT.
 - **Resource management** is about the optimal investment in, and the proper management of, critical IT resources: processes, people, applications, infrastructure and information.
- Key issues relate to the optimization of knowledge and infrastructure.
- **Risk management** requires risk awareness by senior corporate officers, a clear understanding of the enterprise's appetite for risk, transparency about the significant risks to the enterprise, and embedding of risk management responsibilities into the organization.
 - **Performance measurement** tracks and monitors strategy implementation, project completion, resource usage, process performance and service delivery, using, for example, balanced scorecards that translate strategy into action to achieve goals measurable beyond conventional accounting.



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COBIT 4.1 is an internationally accepted set of tools organized into a framework for IT governance based on industry standards and best practices. It provides a common language for executives and IT professionals to align IT with business objectives, deliver value and manage associated risks.

“ Companies need a strong governance model in place to align IT investments with business requirements. The business process within IT at Unisys has improved as a result of using COBIT for ongoing Sarbanes-Oxley compliance and other IT governance related projects. ”

— *John Carrow*
Chief Information Officer and Vice President,
Information Technology
Unisys



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