



Nominee Showcase Presentation

ISE Southeast Executive Forum and Awards March 13, 2012

<i>Company Name:</i>	First Data
<i>Presentation Title:</i>	Global Information Assurance and Risk: <i>Empowering Customers to Move Beyond Electronic Payments to Embrace Data Driven and Intelligent Commerce</i>
<i>Presenter:</i>	John Graham
<i>Presenter Title:</i>	Vice President Global Information Assurance & Risk



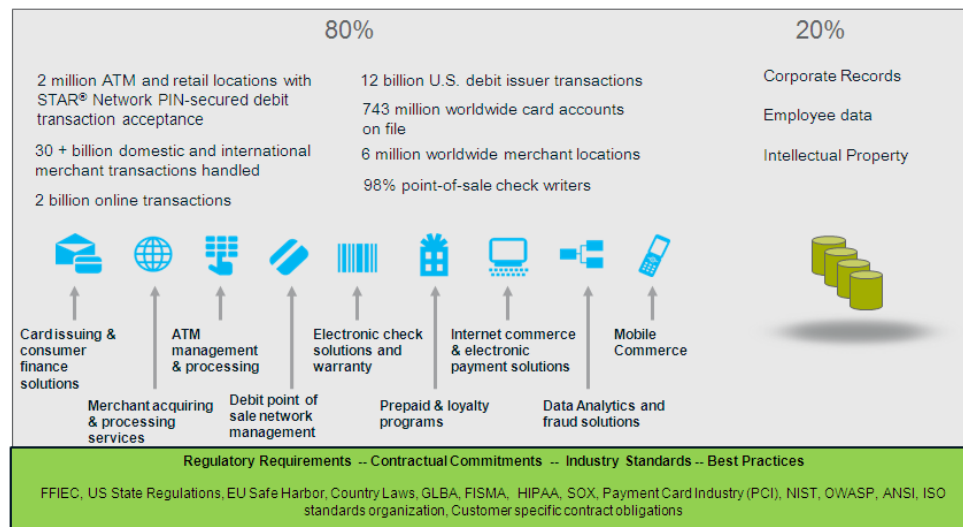


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First Data's Information Environment



- Data is one of First Data's most critical assets!
- As the custodian of billions of records of information, First Data is entrusted with the proper legal and contractual handling of sensitive data throughout its life





10th Anniversary

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Where we have been, Where we are headed

“leading, enabling and delivering an agile secure future”

Where we have been

*Reacting to many different priorities
Building foundational capabilities
Working towards globalization*



Where we are headed

*Proactively adding value
Getting ahead of the curve
Enhancing globalization & optimization*





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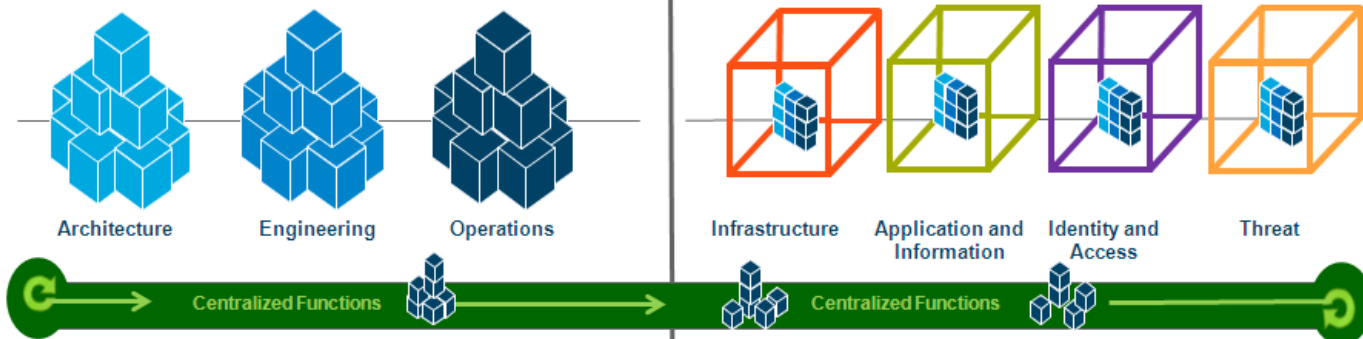
Moving into Services

Moving away from **Plan > Build > Run** towards a **Security Service Model**

Plan >> Build >> Run



Security Service Model
(Security Management)



Value and Benefits Added

- Created important capability building blocks
- Strong regulatory foundation set in place
- Working towards globalization

Value and Benefits Added

- Capabilities grouped into services
- Enable more focus on End-to-End optimization and accountability
- Enhancing globalization and optimization
- Allows for better response to growing demands and changes in the threat landscape
- A value-driven approach to our work





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Efficiency Gains

- Increases business maturity
- Better serves global customers
- Increased globalization and optimization of security services
- Better positioned to respond to growing expectations and demands

