

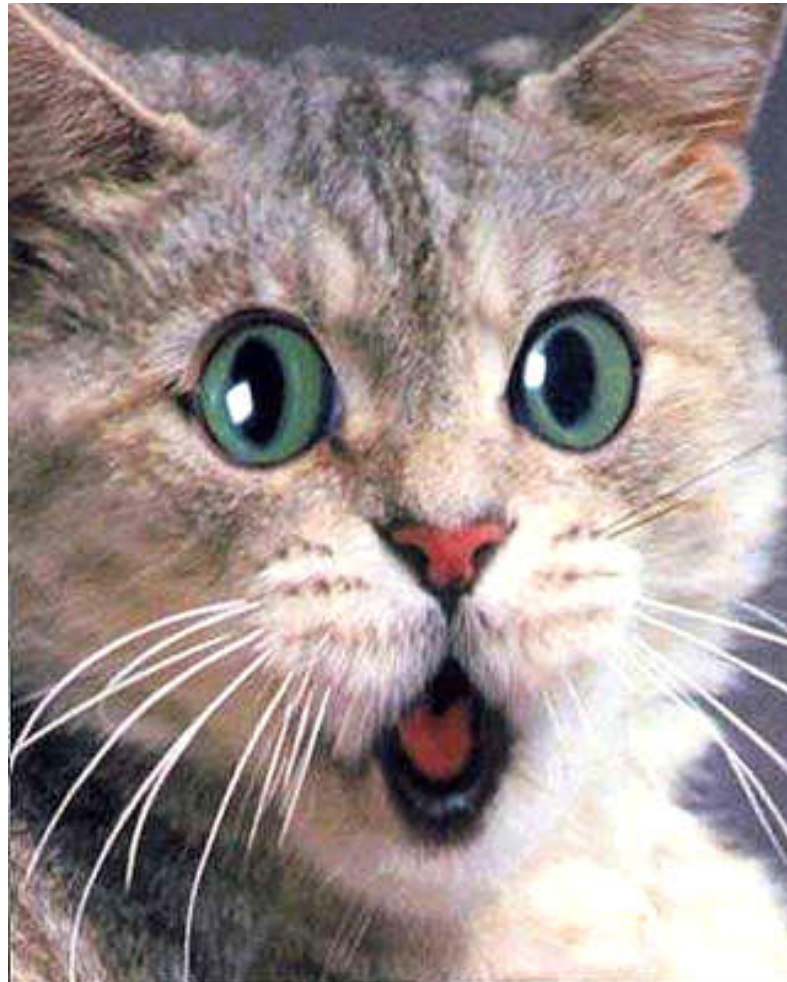
# **Risk Management at the Speed of Twitter: Helping Boards and the CEO Manage What Matters**



**Norman Marks  
Vice President, Evangelist  
SAP**

# What is Risk Management Today?

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# It's all about **Making Intelligent Decisions**

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# It's all about **Taking the Right Risks**

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What does **COSO** say?

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**“Enterprise risk management helps an entity get to where it wants to go and avoid pitfalls and surprises along the way.”**



## ISO 31000 Principles

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Creates and protects value

An integral part of organizational processes

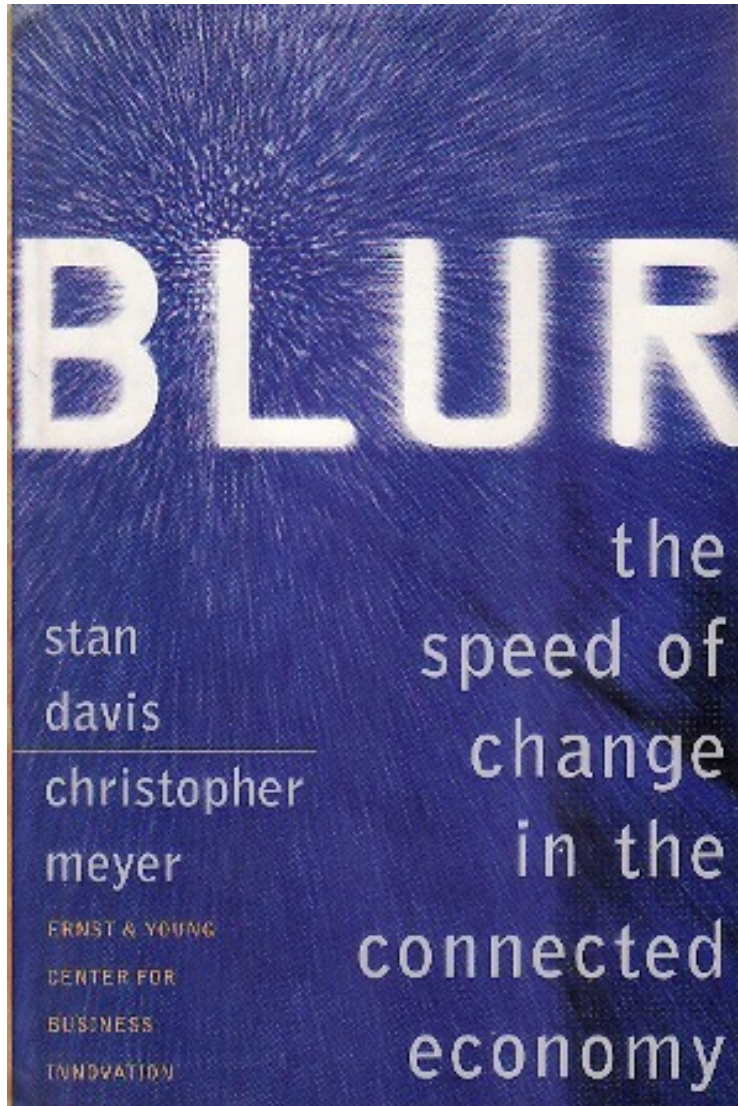
Part of decision-making

Dynamic, iterative, responsive to change





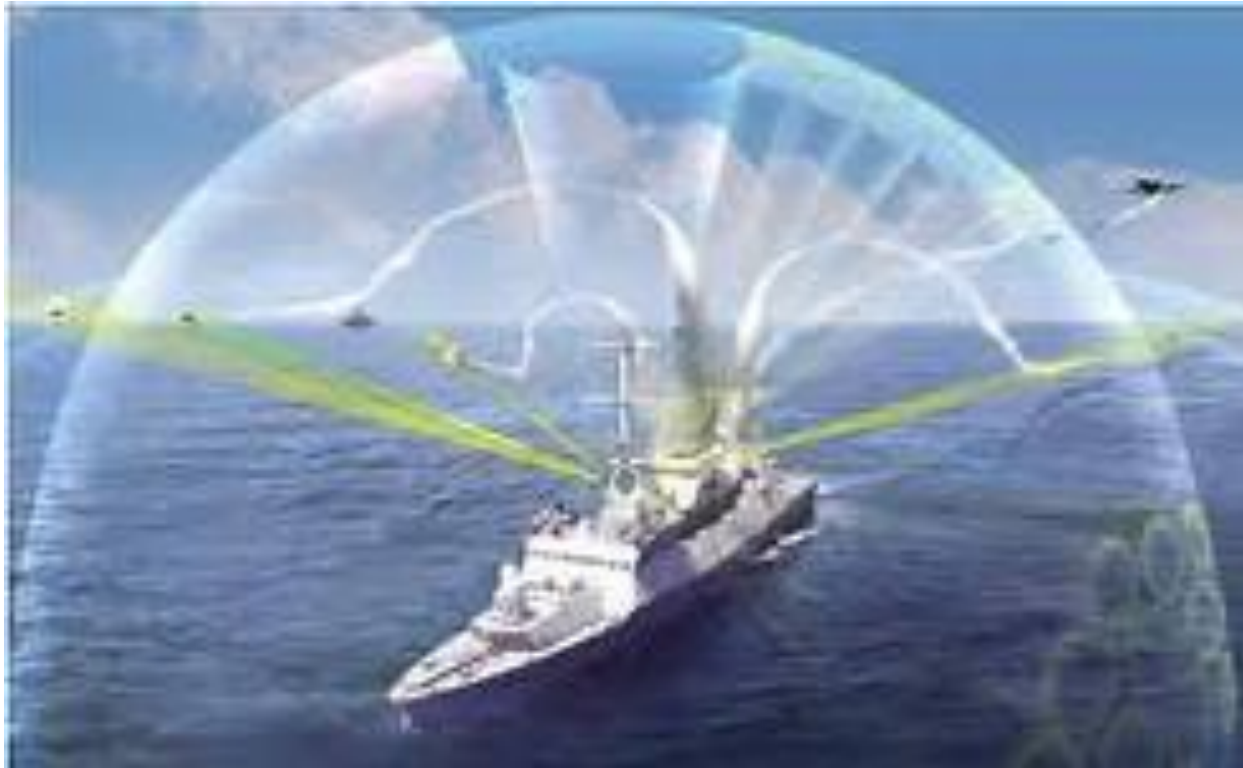
A Time of “**Pervasive, Ongoing, Uncertainty**” - McKinsey





# Risk Information is Critical to Intelligent Decisions

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## Risk Information for the Board and CEO

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Only what matters to the achievement of objectives

Supply information that is:

- ❑ Relevant to strategy and decisions
- ❑ Reliable
- ❑ Timely
- ❑ Current
- ❑ Useful



MONITOR RISK  
AT THE SPEED  
OF THE  
BUSINESS





# In-Memory Computing

Real-time **AND** Lower Cost      Innovative **AND** Non-Disruptive  
 Transactions **AND** Analytics      Open **AND** Native  
 Supercharged Existing Applications **AND** Amazing New Applications









# Role of the Risk Practitioner

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**Can you help the business manage at speed?**



***“If things seem under  
control,  
you’re just not going  
fast enough.”***

**Mario Andretti**

**1) Turn ignition key.**

**2) Shift into drive.**

**3) Press foot firmly on the  
throat of mediocrity.**

**Mercedes ad**



# Thank You!

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