Keeping the Focus on Digital Trust

ISACA KENYA ANNUAL CONFERENCE 2024

Mercy Omollo, President ISACA Kenya Chapter

ISACA

Digital Trust Use Cases

Relationship	Service Example
Business to Consumer (B2C)	A consumer engages with an app for e-banking
Business to Business (B2B)	Outsourcing cloud services
Business to Employee (B2E)	The handling of payroll data
Business to Government (B2G)	Providing cloud services to a government agency for data storage
Government to Constituent (G2C)	Vote collection and tallying

What is Digital Trust ?

DIGITAL TRUST

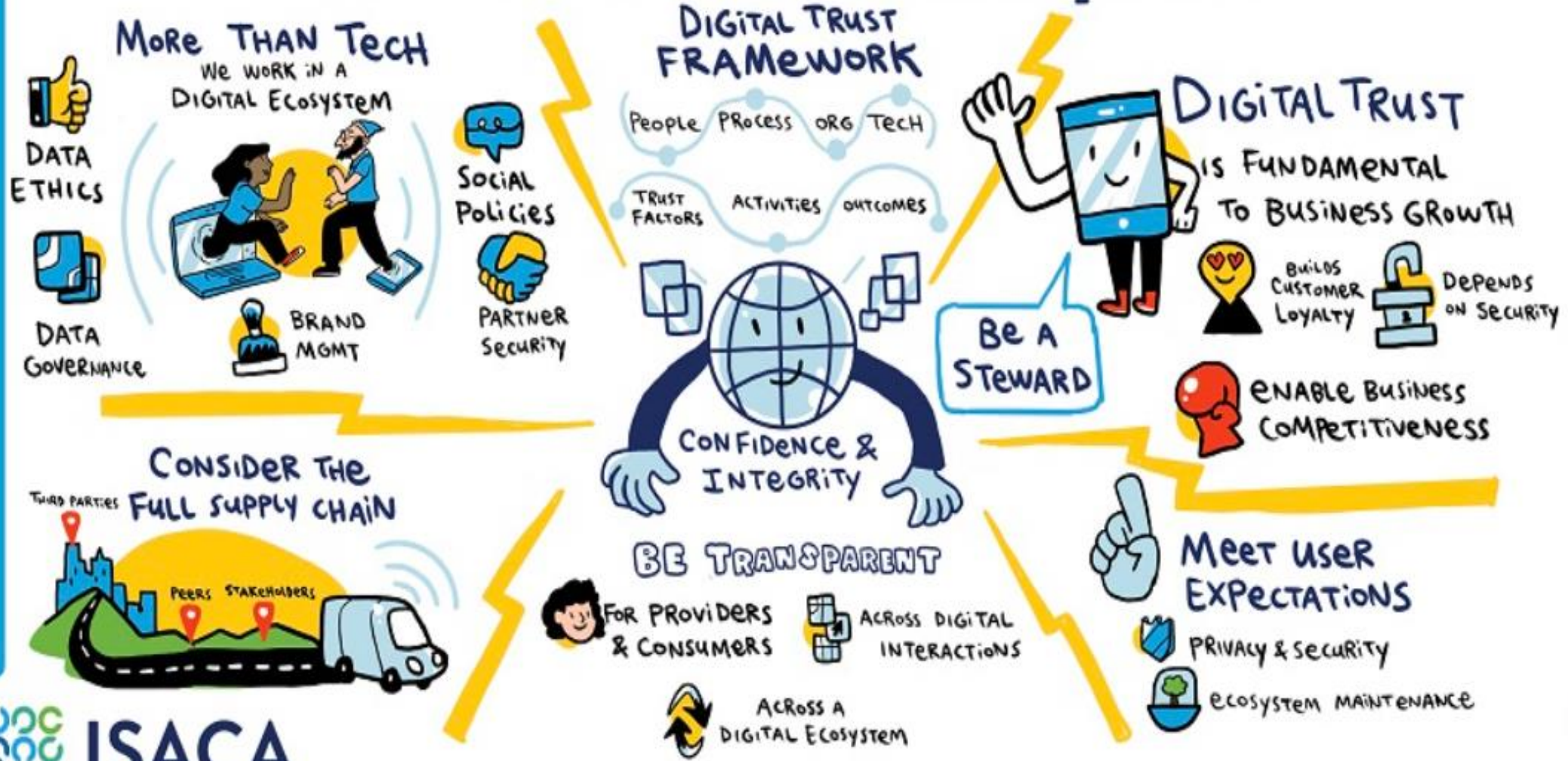
Digital Trust:

"is the confidence in the integrity of the relationships and transactions among providers and consumers within an associated digital ecosystem. This includes the ability of people, processes, organizations, information and technology to create and maintain trustworthy digital world."

According to ISACA, Digital Trust Ecosystem Framework:

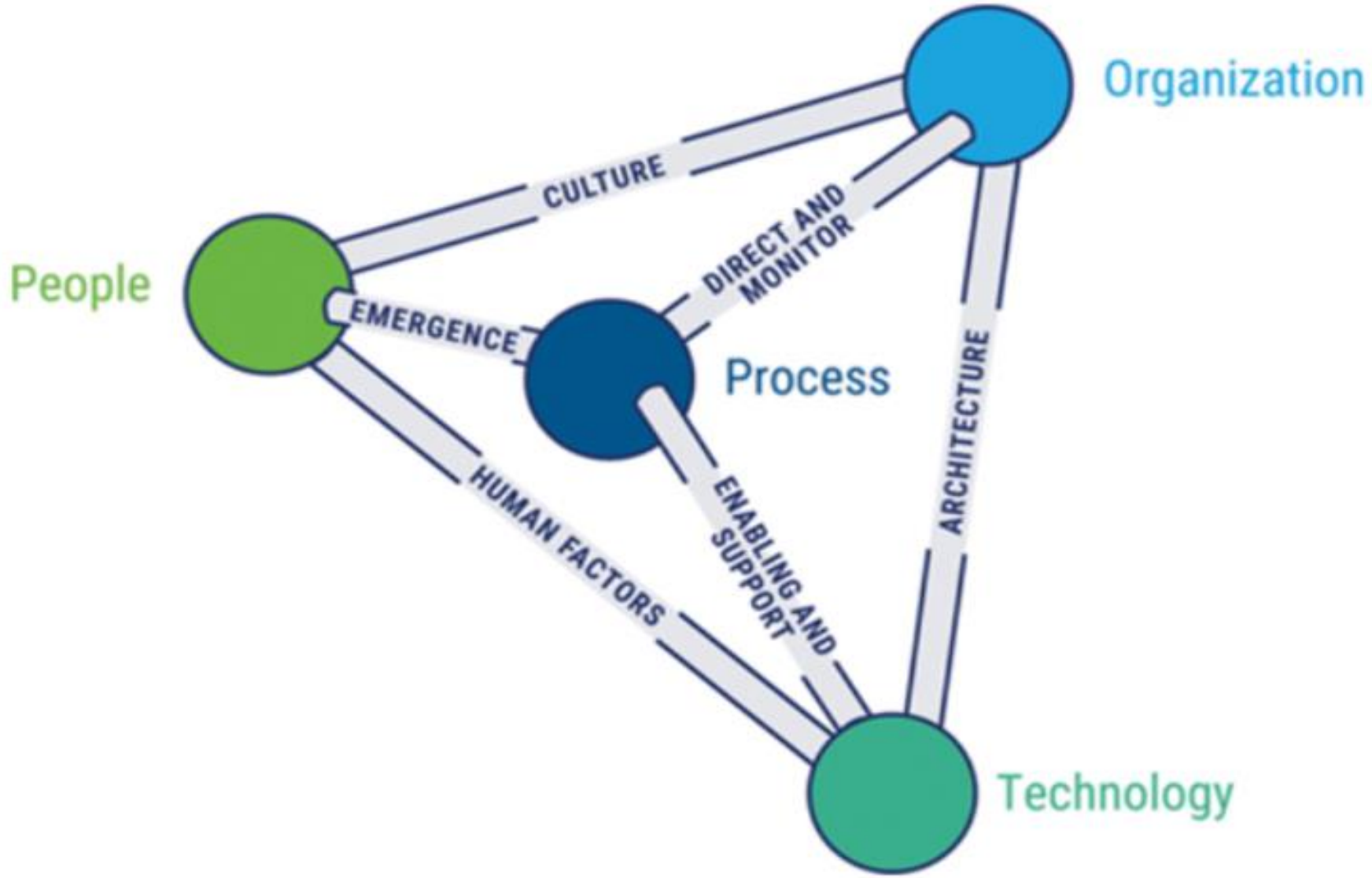
"no business or individuals operates in isolation, because most enterprises operate digitally, or depend on digital business model. Trust in the digital ecosystem will impact their success. To comprehend digital trust an enterprise's workforce must understand the transactions and interactions that constitutes a relationship and the stakeholders and information types that may be involved. "

Why Digital Trust Is Crucial To You & Your Enterprise



ISACA

Figure 1—The DTEF Model



Source: ISACA, Digital Trust Ecosystem Framework, 2024

ISACA
Kenya Chapter

Why we are keeping the focus on digital trust

ISACA Kenya Chapter

1 DECREASE COSTS

By reducing the risks of financial fallout from cyber/ data breaches and regulatory fines, as well as increasing ROI from digital investments, the DTEF drives improved financial performance.

2 LEVERAGE EMERGING TECHNOLOGY MORE EFFECTIVELY

While many frameworks focus heavily on technical aspects of implementing artificial intelligence and other emerging tech, the DTEF helps enterprise leaders understand how to cultivate trust through leveraging emerging tech securely and responsibly.

3 DEEPEN CUSTOMER LOYALTY

By making products and services more reliable, reducing the likelihood of adverse events and prioritizing transparency and clear communication with customers, the DTEF strengthens customer relationships and brand loyalty.

4 IMPROVE OPERATIONAL EFFICIENCY

The DTEF enables enterprises to reduce reaction times to unforeseen events by prompting strong cross-functional collaboration and anticipating emerging trends in the digital space, which will drive operational improvements in services, processes and structures.

5 INCREASE BOARD CONFIDENCE

The DTEF gives boards of directors confidence that core digital trust principles have been adopted, with relevant key performance indicators (KPIs) and key risk indicators (KRIs) in place to keep organizations on track in their pursuit of digital trust.

Why we are keeping the focus on digital trust

The pursuit of Digital Trust is not a static endeavour; it's a *dynamic* and *ever-evolving* challenge that requires our continuous *commitment* and *collaboration*. It's about ensuring that the systems we build, the data we handle, and the technologies we create are *fortified* against the *evolving* threats of our digital age.

Digital trust professionals!

ISACA®

Kenya Chapter