

MULTICHANNEL COMMUNICATIONS - YOUR **MESSAGE** DELIVERED



SEMA Operations: Helping you to deliver your message

“Certification to ISO/IEC 27001 provided immediate benefits to SEMA Operations and validation of our ongoing commitment to Information Security to support our customer’s requirements.”

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Business Transformation Manager at SEMA Operations

SEMA Objectives:

- Provide innovative, market leading communications solutions
- Meet customer requirements by providing communication through their channel of choice
- Assist organizations to communicate more effectively and efficiently with their customers
- Provide customers with confidence about the security of their information

SEMA Benefits:

- Eliminate information security risks
- Give customers assurance without them needing to spend time and resources
- Process improvement resulting in better business culture
- Competitive differentiation – benefits to the brand reputation
- Building trust in SEMA

Background

SEMA Operations (SEMA) is a leading multi-channel marketing communications company and one of the largest privately owned business process outsourcing operations in Australasia. Established in 1980, and under new management following a successful management buy-out in June 2012, SEMA has over 220 staff and has remained a proudly 100% Australian owned and managed company. They provide exceptional service to more than 100 clients in the Banking, Financial Services, Insurance, Superannuation, Utilities, Telecommunications and Government sectors.

Their specialty lies in their ability to assist organizations to communicate more effectively and efficiently with their customers, through their marketing channel of choice. As consumers decide on how they want to communicate, SEMA helps their clients build a technology bridge from paper based communication, to digital communication. SEMA provides customers the right technology to develop their communication framework enabling them to distribute to their marketing channel of choice.

Why certification?

SEMA's foundations were built on providing their clients with the highest level of information security. Having aligned their systems and processes around ISO/IEC 27001 for many years, SEMA wanted to provide assurance to their client base about their commitment to keeping their information secure. The organization knew that they needed to find the correct way to convey this message, and becoming certified by an expert third-

party would enforce that commitment to information security.

Implementation

Being certified to ISO 9001 Quality Management Systems assisted SEMA to develop the base requirements of the ISO/IEC 27001 standard for managing documents, records, and internal audits. Although they had some of the controls and processes in place, SEMA didn't have a formal Information Security Management System (ISMS) running.

SEMA's first step was to engage with BSI to conduct a gap analysis and to understand the management requirements of ISO/IEC 27001. SEMA found their expertise and service offering met and exceeded SEMA's requirements. Building upon their internal resources, knowledge and skills, SEMA engaged BSI, as well as outside resources to assist them through the process of implementation. What made it difficult was that at this point in time, SEMA's knowledge of the standard was primarily on the controls required to manage information security, and less on the establishment of the management system. SEMA was introduced to a number of BSI Client Managers who proved to be a wealth of information. The information provided by BSI allowed SEMA to move forward in their certification journey.

Using the resources that BSI provided, SEMA proceeded to roll out documentation and procedures. They took the time to get their staff on-board with the standard and thoroughly addressed all parts of their business. Once they completed this, SEMA underwent an assessment audit against the standard.

BSI rigorously assessed SEMA's

management system against ISO/IEC 27001. The expert client manager assigned to the project conducted a comprehensive analysis on the organization's management systems, working with SEMA to identify areas of improvement. From this, the organization was able to further develop the system and improve the way they conduct their day-to-day activities.

After the entire audit process, certification was awarded to SEMA. BSI now conducts annual assessments to ensure that SEMA remains compliant, and the organization uses those audits as opportunities to identify weaknesses and improve their services.

Benefits

With the assistance of BSI, SEMA now understand the requirements for compliance. They have effectively implemented an ISMS which complies with ISO/IEC 27001. By gaining this certification, SEMA now provides added assurance and confidence to their clients, reducing their ongoing auditing requirements, thereby saving costs for both their clients and themselves. In gaining ISO/IEC 27001, this ensured SEMA to improve their business culture, eliminate any information security risks and have given them a competitive advantage.

Moving Forward

By successfully implementing ISO/IEC 27001, SEMA reinforces its ongoing commitment to Information Security to existing and new clients who have strict privacy requirements, reducing effort required by some clients to audit SEMA's Information Security controls and providing all their clients with the assurance that is expected within this industry.

For further information about ISO/IEC 27001 Information Security visit our website at:

bsigroup.com/en-AU/ISO-27001



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