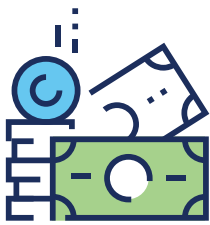


Five Ways the **DIGITAL TRUST** Ecosystem Framework Can Be a Difference-Maker for Your Organization

ISACA's Digital Trust Ecosystem Framework (DTEF) was designed by business and IT experts dedicated to instilling trustworthy principles into technology and business operations. The framework equips enterprises with good practices and direction to integrate digital trust across the organization, shaping product strategies and initiatives with a trust-focused approach that boosts

competitiveness and reputation. Encompassing six domains – Culture, Emergence, Human Factors, Direct and Monitor, Architecture, Enabling and Support – the DTEF guides organizations as they strengthen digital trust with customers and stakeholders. Immediately below are five ways the DTEF can have a major impact at your organization.



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.



FIND OUT MORE

Please visit isaca.org/digital-trust for more information and additional resources.