

# Designing a roadmap for effective **mobile strategy.**

## Services

- Research & Discovery
- Strategy & Design
- Implementation Planning

## Industry

- Association

## Website

[www.isaca.org](http://www.isaca.org)

## Project Included

- Stakeholder Interviews
- Survey Analysis
- Competitor Research
- Visual Design
- Strategy Development
- Roadmap Documentation

ISACA is a nonprofit, membership association serving IT governance, control, security, risk, and assurance professionals with knowledge, certifications, community, advocacy and education on information systems assurance, control and security, enterprise governance of IT, and IT-related risk and compliance since 1969. ISACA helps its members and their employers ensure trust in, and value from, information systems.

## Challenge

ISACA's website, [www.isaca.org](http://www.isaca.org), acts as the main content resource for 95,000 constituents in 160 countries. ISACA is positioned to help their professional members succeed and thrive in their career by providing them with a resource that can enhance their skills, expand their professional knowledge and introduce them to a local and global community of colleagues. However, ISACA recognized the need to explore the opportunities of reaching their members through mobile technologies. Before jumping headfirst into the increasingly popular digital channel of mobile, ISACA partnered with Ironworks to develop a mobile strategy. Ironworks was chosen to perform research, develop conceptual visual elements, and document a roadmap to guide ISACA down the path of effectively utilizing mobile technologies to add value for their constituents.



Ironworks performed the following research:

- **Internal Stakeholder Interviews.** Ironworks engaged internal and member stakeholders to understand their perception of how mobile technologies could be implemented to improve communications with both members and potential members.
- **Surveyed ISACA Constituents & Developed Data Analysis.** Ironworks surveyed and analyzed the responses of ISACA constituents to determine what value could be added, if any, from the use of mobile technologies. Ironworks performed statistical analysis on the responses and determined trends.

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*“Partnering with Ironworks on our mobile strategy gave us the confidence that we were making the right choices for the future. We are very impressed with their experience in the mobile field and their mission to contribute to our organization’s success.”*

**Ron Riba**  
Chief Operations Officer  
ISACA

## Solution

Ironworks created an executable, phased plan to guide ISACA toward their goal of understanding the potential value of the emerging mobile platform as it pertains to their organization. Based on the data Ironworks found, ISACA was given the information needed to implement a mobile strategy targeted to their members.

- **Competitor Research.** Ironworks researched the use of similar mobile concepts and the methods used by other associations and mobile leaders across industries to recognize current industry standards and baseline best practices.
- **Strategy Roadmap.** Ironworks developed conceptual visual elements and a mobile strategy that covered a range of mobile technologies such as the mobile web, native mobile applications and messaging. This strategy and implementation roadmap was designed to align with ISACA's mission, internal stakeholder's vision, and constituent needs.

### Results

Based on the findings from the research performed, Ironworks created a mobile strategy vision for ISACA and a detailed roadmap with several phases. In the end, the implemented strategy will ultimately benefit the members of ISACA, allowing them to easily find the information they need on a mobile device. ISACA now has the accurate data needed to move forward with their mobile implementation.