



The value proposition of using Academics

USE CASE: IT Security

Aleph, a mid-sized human resources firm, wants an expert to evaluate and, if necessary, modify its IT security policy. A large consulting firm has offered a solution package. The package has proven effective for some clients in the past but is both more comprehensive (and thus expensive) than Aleph needs, and is not tailored to the organization's specific features and employee characteristics.

An academic expert comes in with a host of empirical studies, which detail the incentives and features most likely to influence IT security policy compliance in different settings. Applying this research to the specific circumstances of Aleph, he or she provides a specifically tailored solution that is more personalized, more rigorous, and much cheaper than the alternative proposed by the consulting firm.