Elevator Pitch:
CCAK is the first-ever, technical, vendor-neutral credential for cloud auditing. Cloud environments are extremely agile. However, expertise and knowledge of specific cloud risks and challenges and how to address them can help to avoid pitfalls and unnecessary costs. CCAK is brought to you by industry leaders CSA and ISACA with validation from industry experts and SMEs around the globe. This certificate prepares IT professionals to:
- Ensure the right controls for confidentiality, integrity and accessibility are in place.
- Mitigate risks and costs of audit management and penalties for non-compliance.
- Enhance organizational reputation and customer trust.

CCAK Features:
- Cloud-audit focused, platform-agnostic certificate.
- Confidentiality, integrity, and availability concepts.
- Auditing & assurance in the cloud environment.
- Governance and compliance with regulations/laws in the cloud environment.
- Introduction to CSA’s Cloud Controls Matrix (CCM), CAIQ, STAR assessment.
- 60% technical; 40% strategic knowledge.

Benefits (Enterprise):
- A well-planned, risk-based approach to cloud evaluation and audit management.
- Ensure common understanding of cloud auditing terminology.
- Establish vendor-neutral guidelines and considerations for cloud compliance and assurance.
- Manage or audit the lifecycle and usage of cloud services.
- Integrate cloud compliance and auditing into existing programs.

Description:
The CCAK certificate combines ISACA’s expertise in traditional IT audit and CSA’s expertise in cloud computing to present this technical, vendor-neutral credential. This is a timely and highly relevant credential because:
- Organizations have ramped up their adoption and implementation of cloud technologies.
- There is a need for multiple audits and rising audit management costs to mitigate risks.
- Cloud-specific knowledge and skills are lacking within organizations leading to poor planning and lack of established best practices for cloud migration.

Target Audience:
CCAK is ideal for anyone who is setting up systems, performing audits or is the target of an audit. Specifically:
- IT Auditors, Internal IT and security practitioners, Internal auditors, Risk management and internal control practitioners (both at CSPs and CSCs) and 3rd party service providers, including external auditors, security consultants and CSPs.
- Note: CCAK would be highly suited for current ISACA certification holders looking to expand their traditional audit, cybersecurity, security and risk knowledge to include cloud technology.

Differentiators:
The only certificate providing vendor-neutral, technical training for cloud auditing.
Industry Trends:
There is widespread adoption of cloud technology across the globe. Some key metrics show that:
- Cloud services market potential is $661 billion by 2024—a 19% annual growth rate, 2019-2024. *(Source: Open Business Council)*
- E-commerce is one of the few wins of 2020 in the midst of the COVID pandemic. 78% of consumers prefer contactless transactions. *(Source: Financial Brand)*
- 129% YoY growth in US & Canadian e-commerce orders; 146% growth in all online retail orders *(Source: Techhq)*

Competitive Landscape:
- AWS: Amazon Cloud Audit Academy Certification: Vendor-specific technical training for AWS-platform with an audit focus. Targets include internal and external IT auditors, IT security pros, regulators, privacy and compliance pros.
- Other: Microsoft also offers Azure-specific training, but not focused on cloud auditing.
  *Certificate of Cloud Security Knowledge from CSA*

Pain Points:
Business Challenges with cloud migration:
- Increased risks with multiple users across a large domain.
- Different audits needed to lower risk of information loss or breach.
- Increasing costs of audit management and noncompliance.
- Lack of internal knowledge for effective cloud auditing.

According to a survey conducted by Sungard Availability Services, these are the top mishaps encountered by organizations on the way to cloud migration:
- 56% named lack of understanding of cloud security and compliance best practices as a major challenge.
- 55% cited lack of a clearly defined business case for cloud migration.
- 44% cited insufficient planning.
  *(Source: Infopulse)*

Per a study conducted by Forrester Consulting on behalf of CloudHealth Technologies: Less than 40% of firms meet or exceed goals related to both migration and run costs. 58% of respondents cite cost overrun in cloud adoption.

Objection Handling:
Q: Why would I want the CCAK certificate?
A: CCAK is the only technical, vendor-neutral credential that can equip IT professionals with the knowledge to tackle cloud-specific auditing challenges.

Q: Why would my current or prospective employer care?
A: To realize the benefits of cloud environments, you need qualified IT professionals who are able to set best practices and mitigate risks and costs. In the absence of the right people and skills in place, costs can skyrocket, and threats and risks could get overlooked.

Q: Why wouldn’t I choose another type of certification?
A: Other cloud audit credentials are either specific to a cloud platform such as AWS or Google and do not offer a good balance of technical and strategic know-how.

About Cloud Security Alliance
The Cloud Security Alliance (CSA) is the world’s leading organization dedicated to defining and raising awareness of best practices to help ensure a secure cloud computing environment. CSA’s activities, knowledge, and extensive network benefit the entire community impacted by cloud and provide a forum through which different parties can work together to create and maintain a trusted cloud ecosystem.

About ISACA
Connecting more than 165,000 professionals in over 180 countries, ISACA® is a global leader in certification, training and education. We provide knowledge, standards, networking and career development for information systems audit, control, security, cybersecurity, risk, privacy and governance professionals. We advance and validate business-critical skills and knowledge through our globally respected credentials.