UNDERSTANDING THE REAL RISK OF A DATA BREACH

THE FINANCIAL IMPACT

To better estimate how a breach can affect the bottom line, Verizon looked at actual data from **200 cyber insurance claims.**

THE CALCULATION SEEMS SIMPLE

$$\frac{\$403M\ total\ cost}{696M\ total\ records} = 58¢$$

£0.39

0.5408 €

¥ 67.89

...the average cost per record lost.

BUT ONE SIZE DOES NOT FIT ALL

Number of records lost affects possible range of financial impact.

$18k to $36k
100 records

$5M to $16M
100M records

RECORDS TELL ONLY HALF THE STORY

*The impact of a breach also depends on how **prepared** you are for it.*

THE REAL THREATS

The *Verizon 2015 Data Breach Investigations Report* can help you understand the threats—and why managing risk should be a top priority.

70
ORGANIZATIONS SUPPLYING DATA

2,122
DATA BREACHES ANALYZED

79,790
SECURITY INCIDENTS CLASSIFIED

THREE KEY LEARNINGS

About the actions that can open the door to your sensitive information.

① ATTACKS HAPPEN *FAST*

38% *compromised systems in seconds*

38% *took days to contain*

② MOST HACKS CAN BE PREVENTED

More than 70% of attacks exploited known vulnerabilities with available patches. Some exploits dated back to 1999.

③ KNOWLEDGE IS A POWERFUL WEAPON

Over the past 11 years, **96%** of all security incidents fell into nine basic patterns.

Top 4 patterns involve human error or misuse.

Point-of-Sale Intrusions
Crimeware
Cyber-Espionage
Insider Misuse
Web App Attacks
Miscellaneous Errors
Physical Theft/Loss
Payment Card Skimmers
Denial of Service

Give your security team the full facts behind today's cyber attacks. Download the report.
verizonenterprise.com/DBIR/2015/