

What's the Cost

OF A CYBER ATTACK

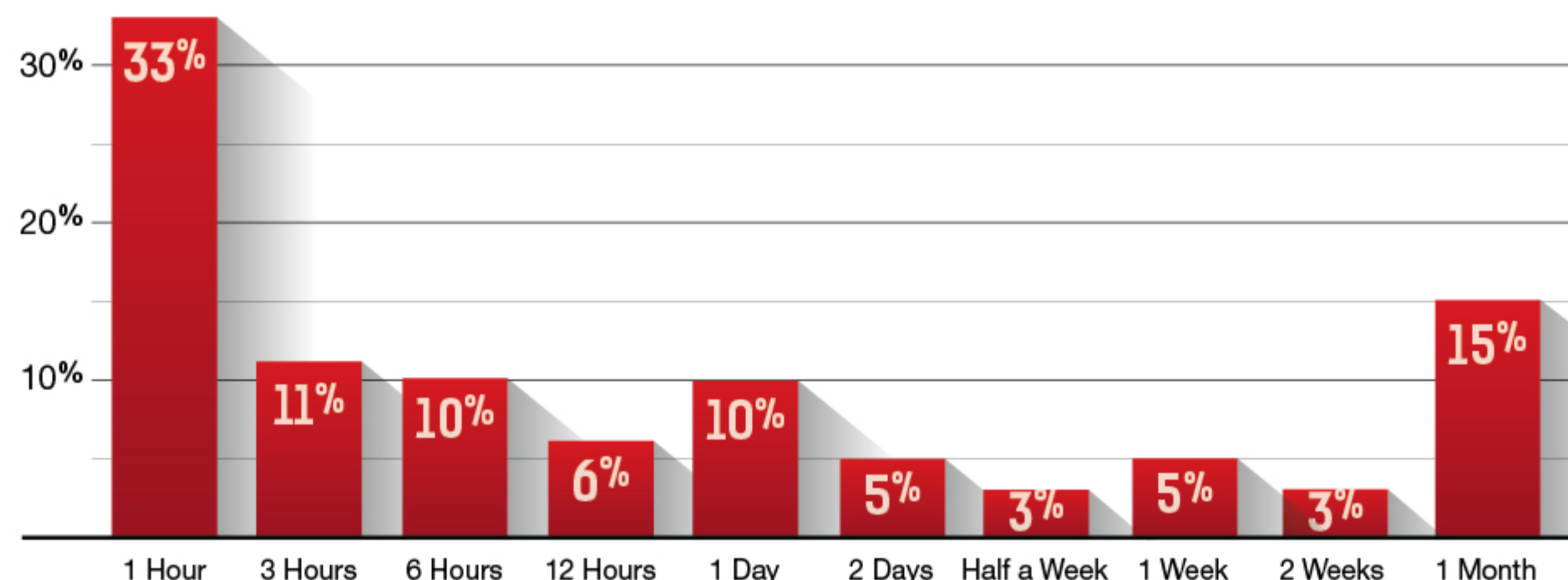
How much does a cyber-attack cost an organization? What are the business impacts? Radware conducted two surveys of IT professionals to find out.

HOW WIDESPREAD ARE CYBER-ATTACKS?

90% of respondents reported experiencing an attack¹.



HOW LONG DO ATTACKS LAST?¹



HOW MUCH DOES A CYBER-ATTACK COST?

A survey of U.S. and U.K. security executives found the following:



36% of U.S. respondents said an attack cost more than \$1 million²



5% said they spent more than \$10 million



28% of U.K. respondents said an attack cost more than £1 million²



6% said they spent more than £7 million

Average ransom paid in the U.S.

\$7,500²



TO PAY OR NOT TO PAY?

Nothing says "money" more than a ransom attack.



Average ransom paid in the U.K.

£22,000²

WHAT'S THE BUSINESS IMPACT?

Brand reputation, operational and revenue loss are the biggest.²

Brand Reputation Loss



Operational Loss



Revenue Loss



CHANGES TO THWART SECURITY THREATS

Reduce the impact of a cyber-attack via policy/process change.²

Changes in Technology



Changes in C-Level Awareness



Changes in Knowledge/Education



KNOWLEDGE IS POWER

Learn more at www.ddoswarriors.com

¹ 2015-2016 Global Application & Network Security Report
<https://www.radware.com/ert-report-2015/>

² Security and the C-Suite: Threats and Opportunities
<https://www.radware.com/c-suite-security-report-2016/>