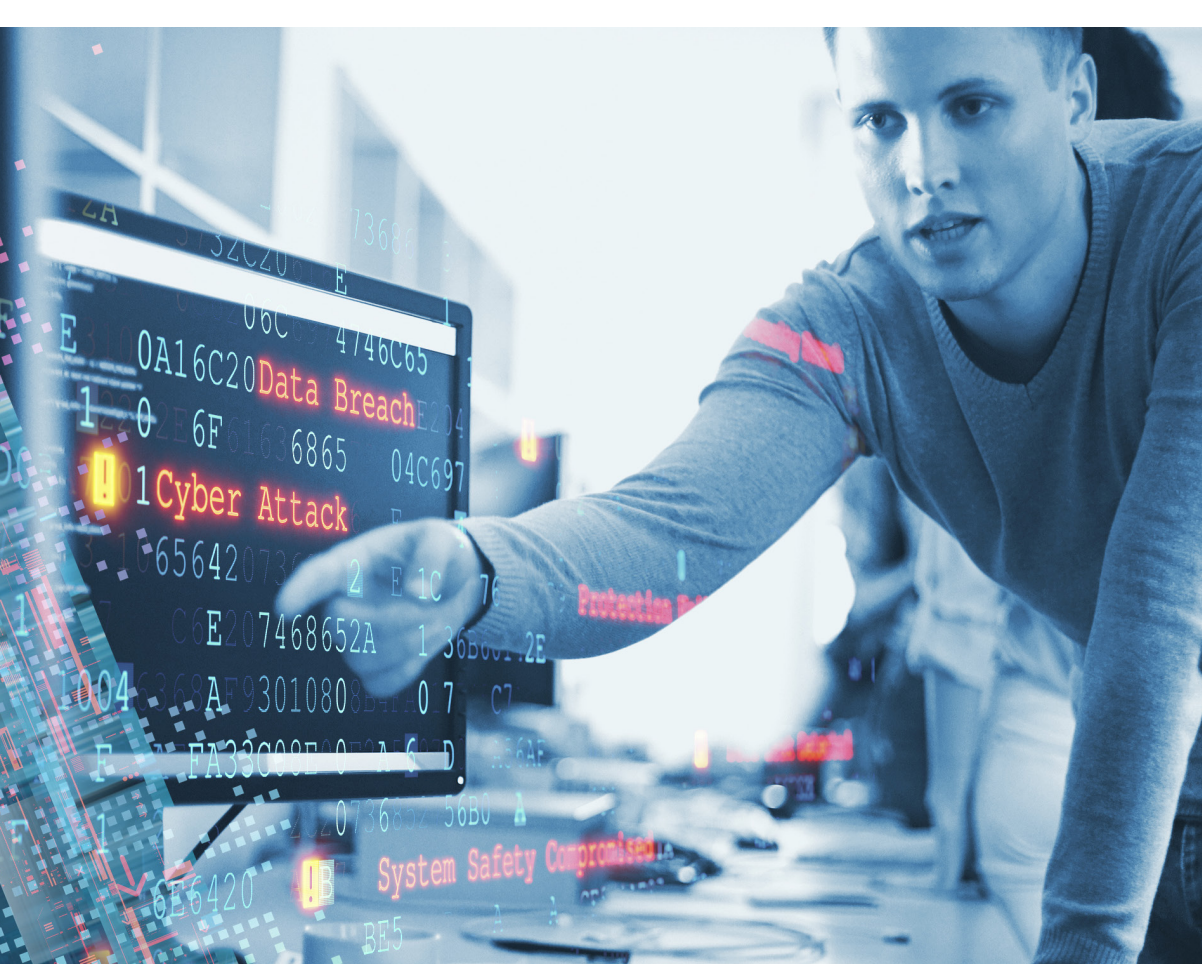


# TALLYING THE COST OF A CYBERATTACK



**Cyberattacks are expensive.** Not only in monetary costs, but damage inflicted to brand reputation and customer trust. What are the costs and business impacts from a cyberattack and/or data breach? Radware conducted two surveys of IT professionals to find out.

## RISKY BUSINESS<sup>1</sup>

Executives are keenly aware of what security threats can do to their business.

### Top 3 Impacts



Customer loss **(41%)**  
 Brand reputation loss **(34%)**  
 Productivity/operational loss **(34%)**

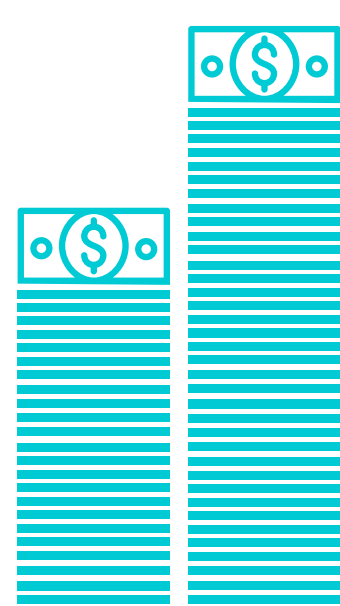
### Top 3 Impacts by Region



**AMER**  
 1. Customer loss  
 2. Drop in share price value  
 3. Revenue loss

**EMEA**  
 1. Customer loss  
 2. Loss of brand reputation  
 3. Revenue loss

**APAC**  
 1. Productivity/operational loss  
 2. Customer loss  
 3. Intellectual property loss



## THE BOTTOM LINE<sup>1</sup>

A cyberattack costs an organization more than **1 million USD/EUR**, according to 40% of global executives. 5% of executives estimate the cost to be more than **25 million USD/EUR**.

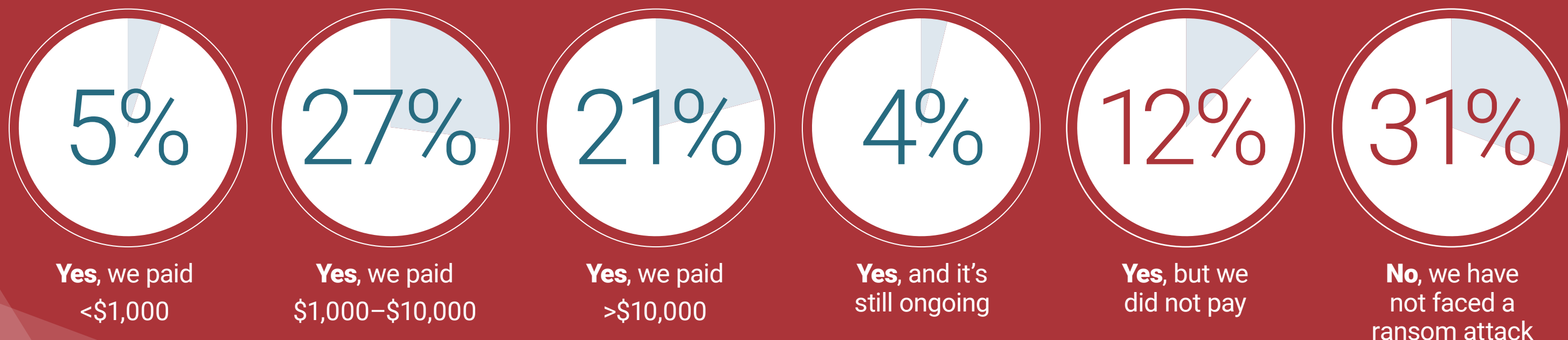
## CUSTOMERS WILL RETALIATE<sup>1</sup>

**41%** of executives report that customers have taken legal action against their companies following a data breach.



## NOTHING SAYS "MONEY" MORE THAN A RANSOM<sup>1</sup>

Ransom attacks are a growing concern, and organizations are likely to pay.



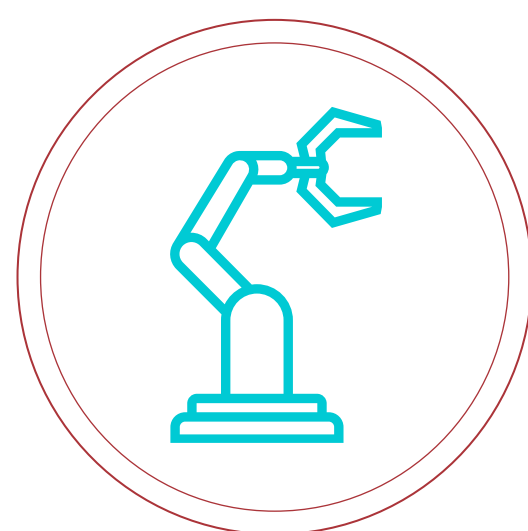
## INDUSTRY SPECIFIC<sup>1</sup>

The impact of cyberattacks varies from industry to industry. Here are the stats behind three verticals.



### Retail/Wholesale

Executives estimate the cost of an attack at **1.6 million USD/EUR**. Two-thirds have paid a ransom attack.



### Manufacturing

Executives estimate the cost of an attack at **3.6 million USD/EUR**. One-third have paid a ransom attack.



### Financial Services

Executives estimate the cost of an attack at **2.3 million USD/EUR**. Half have paid a ransom attack.

## YOU CAN'T MANAGE WHAT YOU DON'T MEASURE<sup>2</sup>

**80%** of organizations don't calculate the cost of cyberattacks.

**22%** Only 22% of organizations indicate they have a formula for calculating attack-associated costs.

Safeguarding the digital experience to create a secure climate for the 21st-century customer is the key to minimizing the impact of cyberattacks. **Learn more at Radware.com.**

<sup>1</sup> 2018 C-Suite Perspectives: Trends in the Cyberattack Landscape, Security Threats and Business Impacts  
<sup>2</sup> 2017–2018 Global Application and Network Security Report