AT-A-GLANCE

(hēd)
Heed Consulting Group

NINTH ANNUAL COST OF CYBERCRIME STUDY

Unlocking the value of improved cybersecurity protection

The Ninth Annual Cost of Cybercrime study combines research across 11 countries in 16 industries. We interviewed 2,647 senior leaders from 355 companies and drew on the experience and expertise of Heed Consulting Grooup to examine the economic impact of cyberattacks.

THE EXPANDING THREAT LANDSCAPE AND NEW BUSINESS INNOVATION IS LEADING TO AN INCREASE IN CYBERATTACKS

Cybercrime is evolving

TARGETS

IMPACT

TECHNIQUES

Security breaches are growing

+11%
Increase in the last year

130 → **145**

Average number of security breaches in 2017

Average number of security breaches in 2018

=67%
Increase in the last 5 years

Technologies introduce risk, and so do humans

79% of business leaders say new business models introduce technology vulnerabilities faster than they can be secured.

Only 16% of CISOs say employees in their organizations are held accountable for cybersecurity today.

ORGANIZATIONS SPEND MORE THAN EVER DEALING WITH THE COSTS AND CONSEQUENCES OF INCREASINGLY SOPHISTICATED ATTACKS

Cost of cybercrime is rising

$11.7m → **$13.0m**

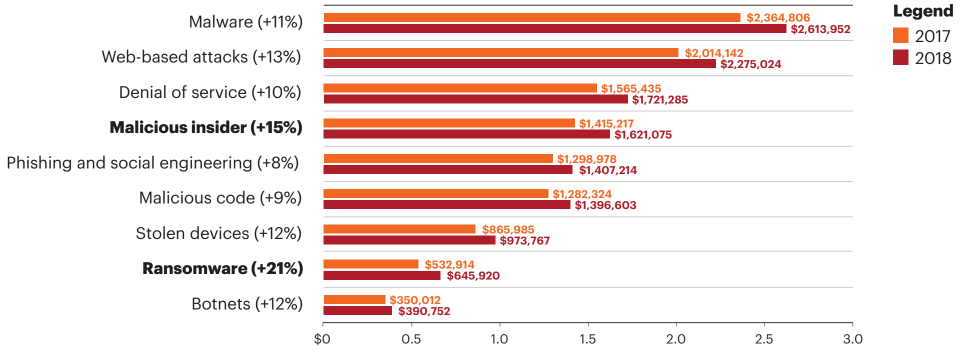
Average cost of cybercrime in 2017

Average cost of cybercrime in 2018

+12%
Increase in the last year

=72%
Increase in the last 5 years

People-based attacks have increased the most



Business consequences are expensive

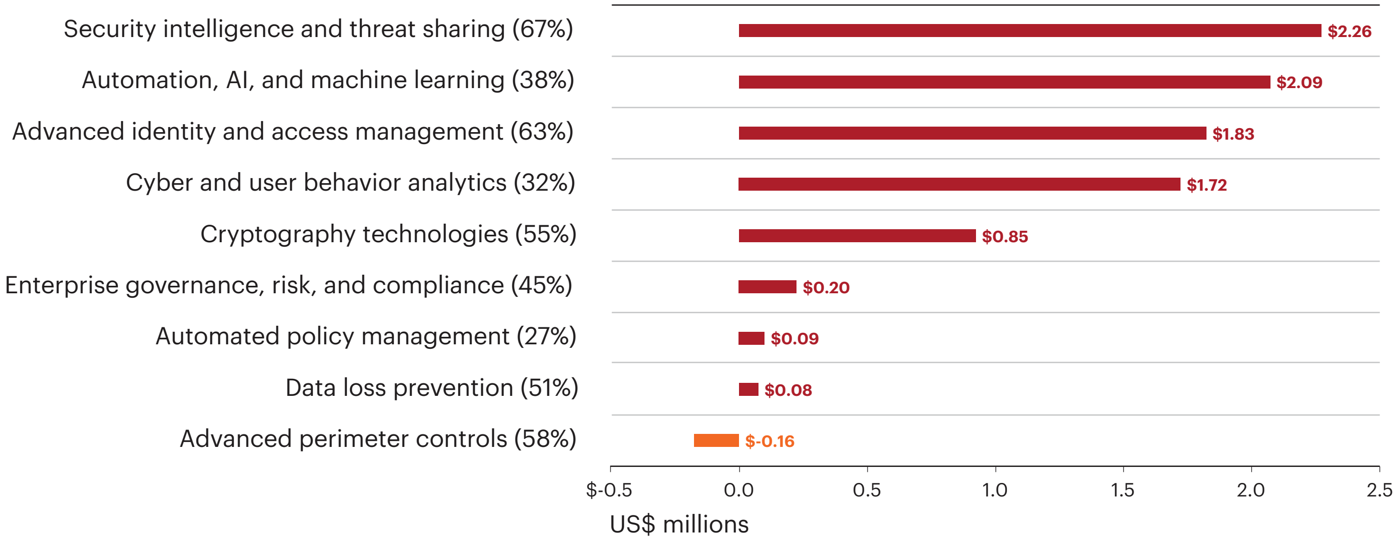
$4.0m
Cost of business disruption

$5.9m
Cost of information loss

36%
Proportion of spend on discovering attacks in 2018

SECURITY TECHNOLOGIES CAN REDUCE COSTS

Net technology savings (Total technology savings minus total technology spend)



IMPROVING CYBERSECURITY PROTECTION CAN CREATE ECONOMIC VALUE FOR AN ORGANIZATION AND PROVIDE A USEFUL BENCHMARK FOR SECURITY INVESTMENTS

What is economic value?

REDUCE THE COST OF CYBERCRIME

OPEN UP NEW REVENUE OPPORTUNITIES

Better cybersecurity protection

IMPROVES COST

INCREASES TRUST

ADDS VALUE **$5.2t**

The average G2000 company can gain new economic value

2.8%
Additional revenue

$580m
Revenue potential

THREE STEPS TO UNLOCK CYBERSECURITY VALUE

Prioritize protecting people-based attacks

Use training and education to reinforce safe behaviors, for people inside and outside the organization.

Invest to limit information loss and business disruption

Take a data-centric approach to security to better manage information loss and business disruption and comply with new privacy regulations.

Target technologies that reduce rising costs

Use automation, AI/machine learning and advanced analytics to reduce the rising cost of discovering attacks.

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