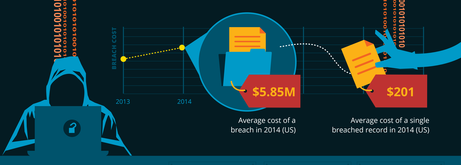
ARE YOU PREPARED FOR A DATA BREACH?

FINANCIAL IMPLICATIONS



Additionally, the average costs of breach mitigation* are up nearly **10% in the past year.**

*including detection and escalation, post-breach costs, and lost business.

Average cost of detection and escalation: **$417K**

Average post breach costs: **$1.6M**

Average lost business costs: **$3.3M**

With roughly a **22% chance** that any given organization will experience a breach of **at least 10,000 records within the next 24 months**, organizations cannot afford to take the risk.

10K X $201 = **$2.01M**

CAN YOUR ORGANIZATION RISK $2M MINIMUM?

DISCOVER

Proactively protecting against data breaches – both major and minor – means minimizing the attack surface before an attacker gets near the network.

On average, only **18%** of organizations employ tools that automatically discover data desirable for exfiltration – PHI, PII, PCI, etc

DETECT

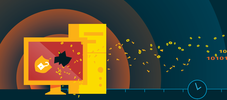
In order to further minimize the attack surface, organizations must also automate their processes with available technologies to ensure that breaches are detected **within seconds**, as opposed to within hours or days.

33% of organizations are still relying on manual technologies to detect data breaches.

With **72% of attacks** coming from **malicious or criminal acts (42%)** and **human error (30%)**, organizations can significantly minimize their attack surface through the use of technologies that automate the detection process, stopping data breaches in their tracks.

RESPOND

Response time and response strategy are crucial, and play a major role in determining the scope and damage of a data breach. With each passing minute that a breach goes undetected, the attack surface grows exponentially larger, costing dollars, man hours, and customer trust.



75% of organizations would take hours – or more – to respond to a breach, with more than **39%** taking days or weeks.

Once a breach occurs, a **detailed response strategy** is invaluable. Organizations who are prepared for breach are able to significantly diminish their attack surface, and thus diminish the damage to their organization.

Only **29%** of organizations involve the CISO in the initial breach response.

50% of IT staff and **75%** of senior managers aren't prepared to respond to a breach.

For a **10,000** employee organization, **40** employees are required to manage the response.

Average IT Salary = $80K, putting this cost at approximately **$3.2M**

A strong security posture and incident response plan significantly lower the cost of a data breach, reducing the cost per lost record by **$14 and $13, respectively.**

If an average breach is a loss of **29,087** at **$201** per record, this reduces the cost of a breach by

$785K

HOW CAN I PROTECT MY ORGANIZATION AGAINST A DATA BREACH?

DISCOVER

Automate visibility into where sensitive data is stored, and who has access to it.

DETECT

Implement next generation technologies that address the primary sources of breach:

- Sophisticated, email-borne targeted attacks and
- Malicious and/or oblivious users who have access to sensitive data.

RESPOND

Ensure that your organization has solid data breach mitigation and response plans in place. Leverage technology to quarantine and contain threats, which is a primary source of breaches. This greatly simplifies and accelerates the response and notification process, resulting in reduced impact.

Proofpoint's complimentary **data profiler tool** allows you to scan your organization and determine where data lies and helps you asses how to protect this information.

proofpoint.com/profiler

To learn more about how you can protect your organization against a data breach, visit

WWW.PROOFPOINT.COM

References:
1 Ponemon Institute, 2014 Cost of Data Breach Study: Global Analysis, http://www.ponemon.org/blog/ponemon-institute-releases-2014-cost-of-data-breach-global-analysis
2 Osterman Research, Inc., Dealing with Data Breaches and Data Loss Prevention, https://www.proofpoint.com/us/id/PPWEB-WP-Osterman-Data-Breaches-and-DLP-Q115

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