



Science and Technology

Attack type: Denial of service

Duration: 7 days

Size: 3 servers and 5 endpoints affected

Your Tab

Your Attack Costs

Incident Response [\$9.2k - \$15k]

Internal & External
\$8k - \$11k
Tech Staff
\$1.2k - \$4k

Business Costs [\$15.4k - \$31.3k]

C-suite & Executive
\$630 - \$2.5k
Customer Service
\$7k - \$18k
Legal
\$5.8k - \$8.12k
Other Business
\$2.02k - \$2.72k

Lost Business [\$55k - \$164k]

Lost Sales
\$10k - \$12k
Customer Loss
\$35k - \$14k
Customer Retention
\$10k - \$12k

Total \$79.7k - \$21k

Technology products
\$10k - \$12k

Third-party services
\$5k - \$7k

Information security staff spending
\$5k - \$6k

Employee education and awareness
\$2k - \$4k

Cyber insurance and premiums
\$3k - \$3k

Total \$25k - \$32k

Your Security Spending

Total \$25k - \$32k

Total \$25k - \$32k

Total \$25k - \$32k

Total \$25k - \$32k

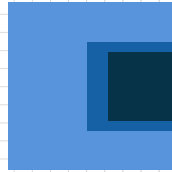
Total \$25k - \$32k

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Total \$25k - \$32k

Total \$25k - \$32k

LOW RANGE HIGH



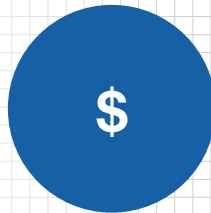
INCIDENT RESPONSE
BUSINESS EXPENSES
LOST BUSINESS



\$79.7k — \$21k

That's \$11.4k - \$30k a day or 8% - 21% of your annual revenue

LOW RANGE HIGH



TOTAL SECURITY SPENDING



\$25k — \$32k

Your security spending is 3% - 3% of your annual revenue

YOUR ATTACK COSTS ARE 319% - 657%
of your annual security spending

Technology, IT services and other companies with heavy engineering and science bents are being aggressively targeted for valuable intellectual property from customer lists to software code and product designs. Many such attacks specifically and ingeniously target individuals within a company and exploit human weakness—say, an inability to identify a fake resume—to install malware and burrow into the network and company data stores. Half of attacks resulting in IP theft are the work of hackers affiliated with nation-states—most often China—and 21% involve company insiders, according to Verizon DBIR, 2011-13.



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Your Tab

Your Prevention Cost

Security Spending
\$25k - \$32k
Additional Measures
\$10k

Total
\$35k - \$42k

LOW

HIGH



SECURITY SPENDING

ADDITIONAL PREVENTION MEASURES



\$35k — \$42k

Your prevention cost comprises your existing security spending plus the cost of any additional tools, resources or controls that would have quickly stopped or prevented the attack. Had your company's annual information-security budget been at this level, it would have avoided the attack costs detailed on page 1 of this report.

Your Return on Prevention

Attack Costs
\$79.7k - \$21k
Prevention Costs
\$35k - \$42k

LOW

RANGE

HIGH

\$44.6k — \$168k

Your total attack cost, minus the cost of preventing the attack

Your return on prevention is the amount of money your company would have saved, had it invested in the tools, resources or controls that would have prevented the cyberattack. It enables a cost-benefit analysis that can help you make a sound investment decision. Would the benefits of preventing this attack outweigh the costs of sustaining it?

For each dollar spent preventing the attack,
you would have saved

\$1.28 — \$4.01