

BREACH COSTS VS. SECURITY INVESTMENT

THE HIGH PRICE OF DATA BREACHES



**\$4.88
MILLION**

Average cost of
a data breach

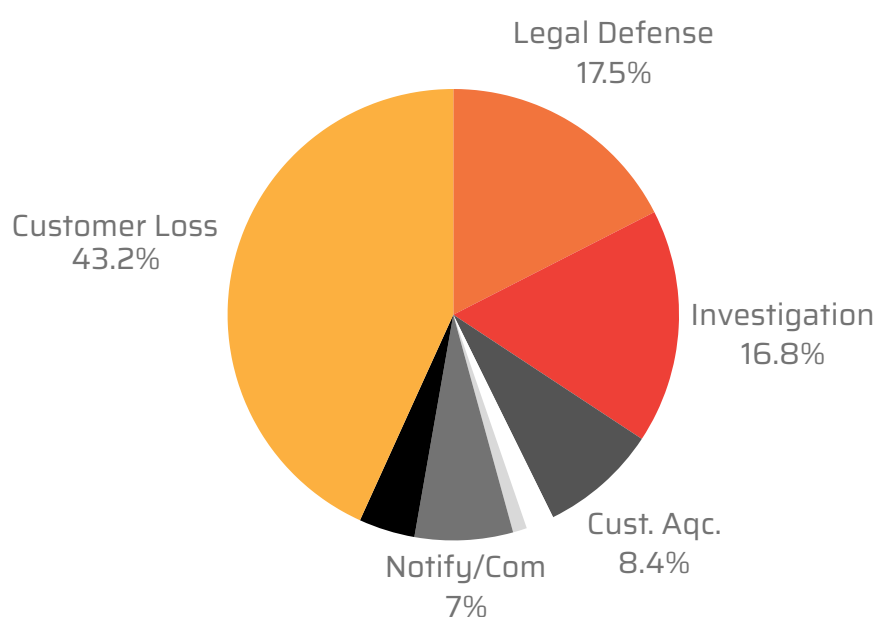
SECURITY INVESTMENT SNAPSHOT



**\$1.45
MILLION**

Average annual
security spend

BREACH COST BREAKDOWN



REASONS TO INVEST



- Reduce financial risks
- Protect sensitive data
- Build customer trust

FACTORS AFFECTING BREACH COSTS



- Type of attack
- Time to identify and contain
- Compliance failures
- Ransom paid

**An investment in security
protects the bottom line.**