

# The Cost Of Inactivity

As malware becomes more pervasive, it's not if, but when organizations will be breached



Worms



Trojans



Viruses



Rootkits

## Average Cost of a Breach

\$5.4MM    \$5.9MM



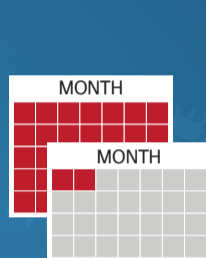
2013



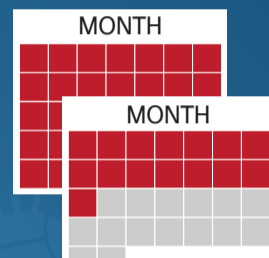
2014

## Average Time To Resolve a Cyber-attack

32 days    45 days



2013



2014

## Organizations Are Not Able To Detect A Breach In A Timely Manner

33%



2+ Years to Discover the Breach



55%

Unable to Determine the Cause of the Breach

## Top 3 Attack Vectors For Malware



Web



Network



Email

## Top 3 causes of a breach

40%



Malware

52%



Hacking

29%



Social

## Industries Hit Hardest In 2014



\$245M

Retail



\$80M

Financial Services



\$4.5M

Healthcare

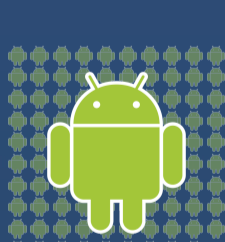
## Malware Impacts

80%

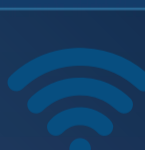


Of Victims Report Measurable Impact to Business

## Mobile Malware The New Frontier for Attackers



99% Of all mobile malware in 2013 targeted Android



## Top 3 Most Pervasive Malware Targeting Mobile (all Android)



Qdplugin-A



NewyearL-B



SmsSpy-J



## Main Areas Of Investment In Response To Mega Breaches



SIEM



Endpoint Security



IDS/IPS



### Sources

• Cisco Midyear Security Report 2014

• Cisco Annual Security Report 2014, ASR 2015

• ESG Endpoint security survey, Jan 15

• Ponemon Cost of Cyber crime, Oct 2014

• Ponemon cost of Data Breach 2013, May 2013

• Ponemon cost of Data Breach 2014, May 2014

• Ponemon cost of malware containment, Jan 2015

• 2014: A year of mega breaches, Ponemon

• 2013 & 2014 Verizon Data breach investigations report