Cost of a Data Breach Report 2020

Independently conducted by the Ponemon Institute and based on quantitative analysis of 524 recent breaches across 17 geographies and 17 industries, the annual Cost of a Data Breach Report offers exceptional insights and benchmarks to help organizations improve security posture and mitigate financial and brand damages.

Report highlights

\$3.86M

Global average cost of a data breach

- <mark>1.5%</mark> decrease from 2019

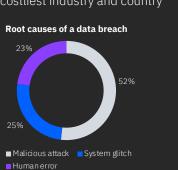
Healthcare and U.S. costliest industry and country

\$392 million

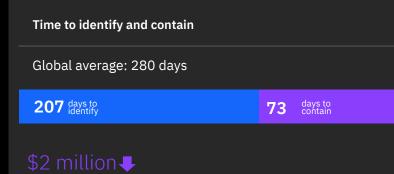
Average total cost of a breach of >50M records

\$150

Cost per record for compromised customer PII



Top 3 initial attack vectors 19% (percentage of malicious attacks) 16% Compromised credentials Cloud Vulnerability in third party software



Average cost savings with incident response teams and IR testing vs. no IR teams or testing

Key Findings

- Security automation effectiveness grew \$3.58 million savings with security automation fully deployed vs. no security automation
- Incident response preparedness has major impact \$2 million lower cost with Incident Response (IR) teams and IR plan testing vs. no IR team or testing
- Customer Personal Identifiable Information (PII) drove costs higher –
 80% of breaches contained customer PII

Key IBM Security Solutions

- IRIS Vision Retainer to improve incident response preparedness and minimize the impact of breaches
- o <u>Cloud Pak for Security</u> to simplify and integrate existing security teams and tools
- <u>Guardium Data Encryption</u> to protect your data stored in files, databases, and applications
- <u>QRadar</u> SIEM platform to address threats through integrated visibility, detection, investigation, and response

- Security system complexity increased costs **#1 cost increasing factor** out of 25 studied
- COVID-19 expected to impact breach response 76% said remote work would increase time to identify and contain a breach
- Mega breaches cost mega millions 12x-100x cost multiplier of mega breach costs vs. the average data breach

Where to find more information

- Download the full report and calculator here
- o Register for the Cost of a Data Breach webinar
- If you are experiencing a cybersecurity incident, contact the X-Force IRIS US hotline 1-888-241-9812; Global hotline (+001) 312-212-8034. Visit the web page to learn more.

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