

The High Cost of Cutting Corners

As the cost and likelihood of a breach grows you can't afford "good enough" protection before, during, AND after an attack.

Rootkits



Viruses



Trojans



Worms



Top 2 Attack Vectors For Malware



Web



Email

Malware Impacts

80%



Of Victims Report Measurable Impact to Business

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

Industries Hit Hardest In 2014



\$245M

Retail



\$80M

Financial Services



\$4.5M

Healthcare

Cisco Security



21 Billion

Web Requests Through Cisco Web Security (WSA+CWS)



35%

Of Global Enterprise Email Traffic Processed Through Cisco Email Security (ESA + CES)



5500

IPS Signatures in Advanced Malware Protection (AMP)

Average Cost of a Breach

\$5.4M



2013

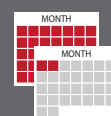
\$5.9M



2014

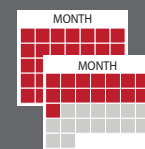
Average Time To Resolve a Cyber-attack

32 days



2013

45 days



2014

Protect your brand and data with Cisco Email and Web Security

www.cisco.com/go/emailsecurity

www.cisco.com/go/websecurity



Sources

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- 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