



Incident Response Planning

How preparing for the worst can keep your organization at its best

The Hacker



The Hacker is a cyber criminal. He enjoys preying on seemingly secure networks and stealing customer data.

The Org



The Org is a business or government entity. Their goal is to provide customers and citizens the best transaction experience possible.

The Hacker wants to break into The Org's network, making it yet another security statistic



100-200

Average number of days to detect an incident¹



\$1.57M

Average cost of lost business from an incident²



31%

Percent a brand can decline following a breach³

Fortunately, The Org recently implemented The Incident Response Plan with Cisco Security Experts

The Incident Response Plan



Form Team

Draft Plan

Plan for Gaps

Identity Leader

Connect People & Tools

The Plan allowed The Org to quickly react to the Hacker's break-in attempts and keep its data safe

The Cisco Security Experts



See how your organization can benefit from an incident response plan. Cisco Security experts will help advise, create, and implement steps with your IT team to improve security posture and prevent hackers from compromising your network.

[Learn more](#)

¹ Cisco's 2016 Annual Security Report, page 6

² Ibid., page 3

³ Ponemon's 2011 Reputation Impact of a Data Breach report, page 1