

BUILD

A COMPLETE DEFENSE

Protect your business with cybersecurity *and* business continuity management

Reinforce against weaknesses

It's critical for businesses to detect, prevent and recover from cyber attacks. Because in today's world, the question is not whether an attack will occur. It is **when an attack occurs, will you be prepared?**



26%

Likelihood of a breach happening in the next 24-month period*

USD 1.15 million

Increased cost of a data breach if the breach is not discovered within 100 days*

USD 4.38 million

Average total cost of a data breach in 2016 if the breach is not discovered within 100 days*

Close the door on danger

Online crime is no longer an individual launching random attacks. It's professionally organized, sophisticated, and of greater magnitude than ever before. Secure your environment.

29%

Increase in the cost of a data breach since 2013*

USD 4 million

Average total cost of a data breach in 2016*

USD 2.1 trillion

Projected scope of the cybercrime problem by 2019†



Make a safe place for business

A comprehensive approach is the key to not only preventing but also minimizing the impact of a security breach. Building a defense with *both* security and business continuity management (BCM) can make the difference in preserving your company's operations.



95%

Companies that say BCM makes either a significant or a very significant contribution to the response process‡

15%

Decrease in the total cost of a data breach for companies using BCM‡

29%

Decrease in the likelihood of a data breach in the next two years for companies using BCM‡

To learn more about the importance of a complete security package that includes BCM, go to <http://ibm.biz/PonemonBCM> and download the new report from the Ponemon Institute. This global study analyzes the financial and reputational benefits of including BCM in your security strategy *before* a data breach.

* "2016 Cost of Data Breach Study: Global Analysis," Ponemon Institute, June 2016. https://www-01.ibm.com/marketing/iwm/dre/signup?source=mrs-form-1995&S_PKG=ov49542

† "IBM X-Force Threat Intelligence Report 2016," IBM Corp., February 2016. https://www-01.ibm.com/marketing/iwm/dre/signup?source=ibm-WW_Security_Organic&S_PKG=ov44518&S_TACT=102PW24W&dynform=21349

‡ "2016 Cost of Data Breach Study: Impact of Business Continuity Management," Ponemon Institute, June 2016. https://www-01.ibm.com/marketing/iwm/dre/signup?source=mrs-form-1802&S_PKG=ov50050

