



IT services Security services

# Data Breach Risk Calculator

This survey examines the costs incurred by organizations after experiencing genuine data loss incidents

Find out how much a data breach can cost your organization.

What could a data breach cost you? Find out with the complimentary online calculator based on the 2014 Cost of Data Breach Study from Ponemon Institute and IBM.

## What does a data breach cost?

The story behind the numbers



Global cost per record<sup>1</sup> in 2013



Global cost per incident in 2013



What it will cost you depends on a number of key factors. Here's how **314 organizations** fared in Ponemon Institute's 2014 Cost of Data Breach Study.

## 1 Your location

The average cost of data breach varies widely by country



## 2 Your industry

Highly regulated industries have the highest per-record cost of data breach



**\$155**

Consumer

**\$141**

Energy

**\$122**

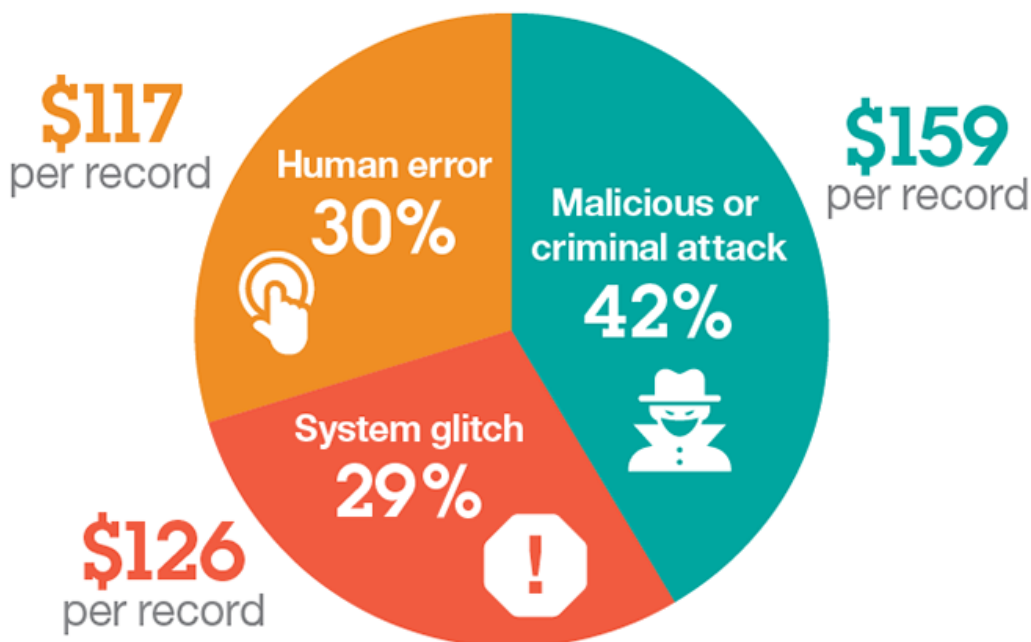
Hospitality

**\$105**

Retail

### 3 The type of attack

Malicious or criminal attacks are the leading root cause of a data breach... and result in the highest cost per record



### 4 What can save you money

Taking these actions can reduce the average per-record cost



**\$14.14**

Build a strong security posture



**\$8.98**

Involve your Business Continuity Management team



**\$12.77**



**\$6.50**



## How well are you doing?

Study participants say there is much room for improvement in their security operations. How would you answer?



### Do you have a security strategy to protect your:

Information assets?

**55%** said NO

Online presence?

**58%** said NO

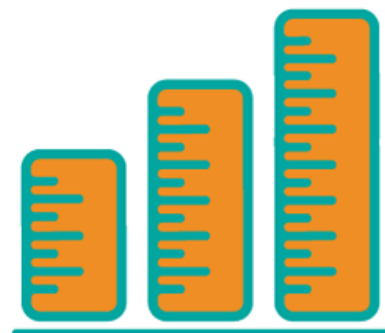
IT infrastructure?

**62%** said NO

## Find out how you measure up to organizations like yours

Answer a few questions, and the online Cost of Data Breach Calculator will show you your costs and how you compare to our benchmarks.

[bit.ly/IBM-CODB](http://bit.ly/IBM-CODB)



<sup>1</sup>All currencies converted to U.S. dollars. Source: Ponemon Institute, "2014 Cost of Data Breach Study: Global Analysis." [bit.ly/GlobalCODB](http://bit.ly/GlobalCODB)

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SEJ03265-USEN-00

[Access the Ponemon Institute 2014 Global Cost of Data Breach Study Infographic: Data Breach Risk Calculator](#)

### Join the conversation



**Copy the code below to add this infographic to your website**

```
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width:739px; overflow-x:hidden;
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breach-risk-calculator-
infographic/index.html"><img
src="http://www.ibm.com/security/
/></a>
</div>
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### Cyber Threat Intelligence

How do you move past the detection of an existing cyber threat and identify the who and why behind it?

[Learn more](#)