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\(^1\) in 2013

- $145 average
  - for a 9% increase

Global cost per incident in 2013

- $3.5M average
  - for a 15% increase

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.
The average cost of data breach varies widely by country

<table>
<thead>
<tr>
<th>Country</th>
<th>Cost per record in 2013</th>
<th>Cost per incident in 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>$201</td>
<td>$5.9M</td>
</tr>
<tr>
<td>Germany</td>
<td>$195</td>
<td>$4.7M</td>
</tr>
<tr>
<td>France</td>
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<td>$4.2M</td>
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<tr>
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<td>$141</td>
<td>$3.1M</td>
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<tr>
<td>Arabian Region</td>
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<td>$2.4M</td>
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<tr>
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<tr>
<td>India</td>
<td>$51</td>
<td>$1.4M</td>
</tr>
</tbody>
</table>

2 Your industry

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

- Healthcare: $359
- Education: $294
- Pharmaceutical: $227
- Financial: $206

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

- Human error: 30%
  - $117 per record
- System glitch: 29%
  - $126 per record
- Malicious or criminal attack: 42%
  - $159 per record

4. What can save you money

Taking these actions can reduce the average per-record cost

- Build a strong security posture: $14.14
- Involve your Business Continuity Management team: $8.98
- Other: $12.77
- Other: $4.50
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

Access the Ponemon Institute 2014 Global Cost of Data Breach Study
Infographic: Data Breach Risk Calculator

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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