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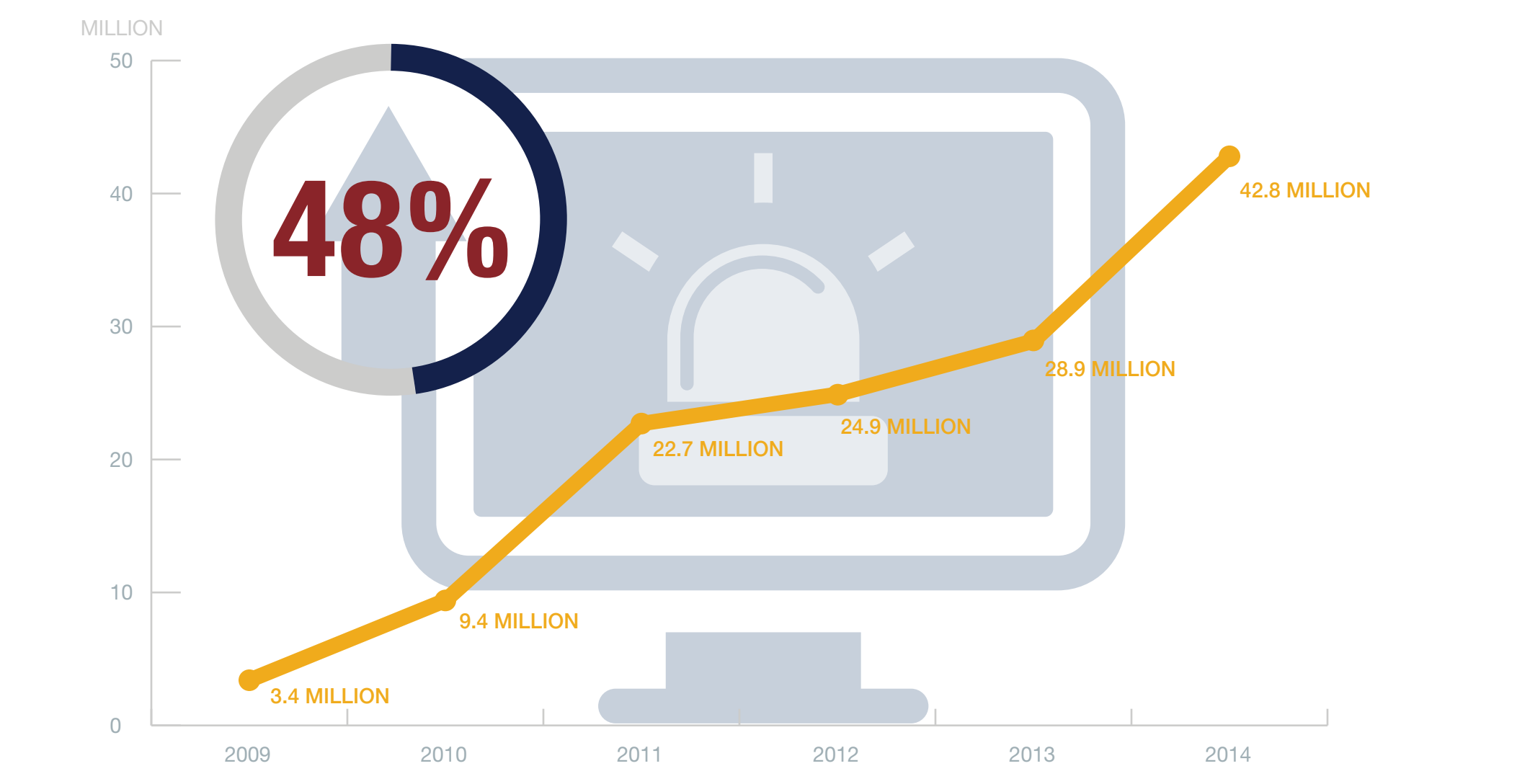
THE CHANGING FACE OF CYBERSECURITY

A Guide to Enterprise Trends and Emerging Threats

High-profile, high-impact cyberattacks are more common than ever. These attacks reflect a wider trend that affects enterprises of all types and sizes: more risk, more sophisticated attacks, and higher costs when attacks occur. Fortunately, there are steps you can take today to protect and prepare your organization.

CYBERSECURITY INCIDENTS ARE AGAIN ON THE RISE

The number of cybersecurity incidents is on the rise again – a **48% increase** from 2013 to 2014.



GREATEST HITS: THE FASTER PACE OF HIGH-IMPACT ATTACKS

2006 – AOL – Media – **92 million records** – email addresses and screen names sold to spammers

2007 – TJX Companies – Retail – **94 million records** – credit and debit card data – **biggest retail breach to date**

2008 – Heartland Payment Systems – Payment Processor – **130 million records** – payment card data – **$110 million settlement** – **biggest credit card scam in history**

2011 – Sony Playstation Network – Entertainment – **77 million user accounts affected**

2007 2013 – Multiple companies including 7-Eleven and JCPenney – **160 million records** – credit and debit cards – **largest hacking scheme** ever prosecuted in the U.S.

2013 – Adobe Systems – Online services – **36 million customers affected** – credit and debit card data and user accounts

2013 – Target – Retail – **at least 70 million customers** – customer payment and contact data compromised – **estimated cost $148 million**

2014 – eBay – Online services – **145 million users affected** – user account data

2014 – JPMorgan Chase – Banking – **76 million records compromised** – customer contact data

2014 – Home Depot – Retail – **56 million customers affected** – payment card data – estimated cost $62 million

2014 – Sony Pictures – Entertainment – **100TB of data compromised** – intellectual property, business documents, and employee records

NOWHERE TO HIDE: CYBERSECURITY IS A UNIVERSAL CONCERN

77% of organizations detected at least one cybersecurity incident in 2014.

69% of U.S. executives worry that cyberthreats will affect growth.

34% of organizations said the number of security incidents increased from 2013 to 2014.

9.3% increase in annualized cost of cybercrime per U.S. organization between 2013 and 2014 ($11.6 million in 2013 vs. $12.7 million in 2014).

Percentage of respondents in key sectors that reported cybersecurity incidents in 2014:

84%	80%	72%	70%	62%
Government	Banking and finance	Information and telecom	Healthcare	Insurance

NEW & GROWING CHALLENGES FOR ENTERPRISE CYBERSECURITY

Cutting-edge advanced persistent threat (APT) attacks gain ground:

1 in 5 enterprises has experienced an APT attack.

66% of enterprises think it is only a matter of time before they experience an APT attack.

Insider crimes continue to grow:

The number of **insider cybercrimes grew 10%** in 2014.

32% of firms say insider crimes are more costly or damaging than outsider attacks.

Cybersecurity planning is often incomplete and inconsistent:

67% of firms are unsure of their ability to deal with **reputation damage** following an attack.

50% of firms do not perform risk assessments on third-party vendors.

46% have no methodology to determine the effectiveness of cybersecurity programs.

6 STEPS TO AN EFFECTIVE CYBERSECURITY STRATEGY

1. Implement a formal and up-to-date cybersecurity program.
2. Designate a cybersecurity leader with appropriate authority and resources.
3. Inventory, assess, and prioritize IT systems, data stores, vendors and suppliers, and potential cybersecurity risks.
4. Employ procedures to detect and contain cyberattacks – not just to prevent them.
5. Create and maintain a plan for responding to cybersecurity incidents.
6. Use testing, assessments, and continuous improvement as core elements of your cybersecurity plan.

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Sources:
BuzzFeed, CNN Money, Daily News, eWeek, ISACA, Krebs on Security, Mashable, NBC News, Ponemon Institute, PwC, TechCrunch, The New York Times, The Washington Post