One Click Can Be Costly

Bob manages inventory at a mid-size manufacturer. On a very busy day, Bob sees an email from the IT team asking him to confirm his login information. He clicks a link, confirms his login credentials and gets back to what he was doing.

Without knowing it, Bob just gave his credentials to a hacker, who logs into the company environment and starts figuring out what they can access.
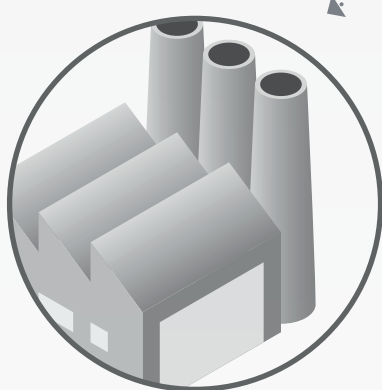
A few seconds of carelessness by Bob trigger a chain of events:

A month later, the hackers send the company an email announcing that they have encrypted most of the company's data and want a **$500,000 ransom** to release it.
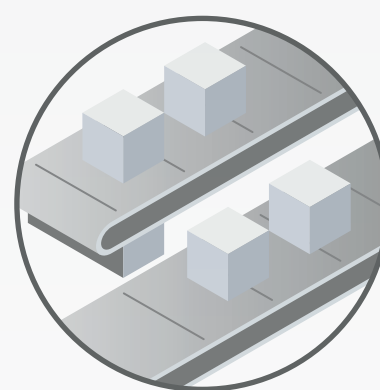
RANSOM $500,000

THE IMPACT

While the company decides what to do, **all operations at the plant shut down.**

Managers send **55 workers home** for two days at half pay.

The company misses **$75,000 worth of deliveries.**

THE IMPACT SEVERITY

$45 K

The company decides not to pay the ransom, but spends **$45,000 recovering its data** and investigating the breach.

$325 K

Three major customers lose faith in the company's ability to deliver and decide not to renew their contracts totaling **$325,000 in lost business.**

$15 K

Because of the breach, the company's cyber security premium goes up **$15,000 per year** at renewal time.

The combined costs of the breach mean the company misses its revenue target and **can't pay bonuses.**

Reduced demand next year requires the company to **lay off 5 employees.**

Be prepared for Bob's mistake! Perform a business impact analysis to understand how various cyberattacks will affect your business.

Pratum