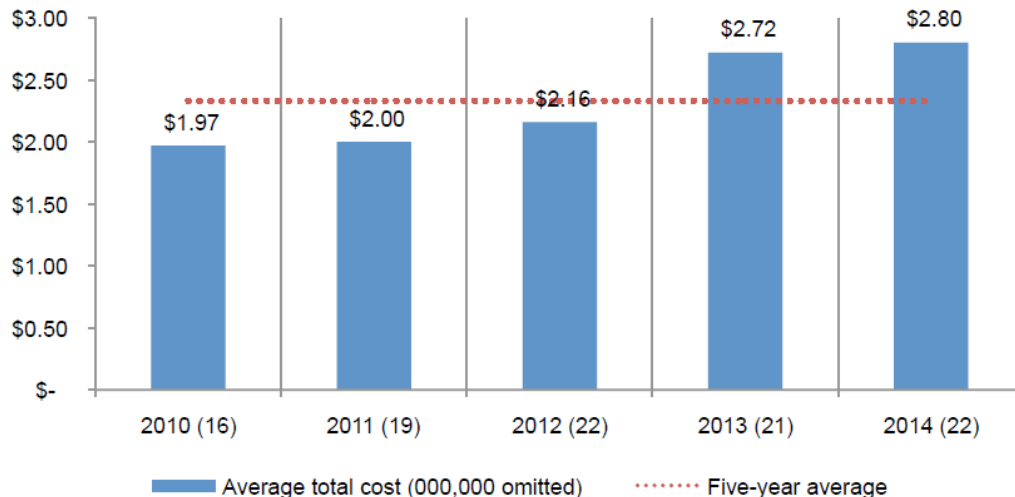websense®

COST OF DATA BREACHES

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Australia Data Breach Cost Impact

AVG Total Organisational Cost of Data Breach Over 5 Years ($M)

Legend:
- Average total cost (000,000 omitted)
- Five-year average

Bar values: 2010 (16): $1.97 | 2011 (19): $2.00 | 2012 (22): $2.16 | 2013 (21): $2.72 | 2014 (22): $2.80

2013: Cryptolocker Ransomware

US$27M+ in ransom payments made in 2 months, 230,000 computers affected

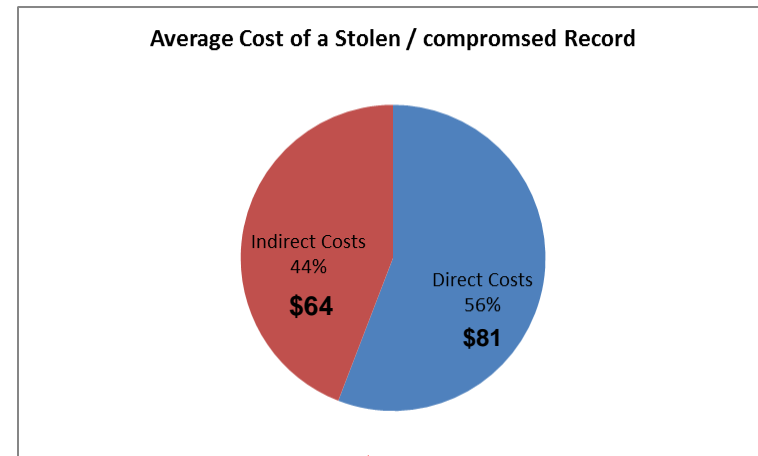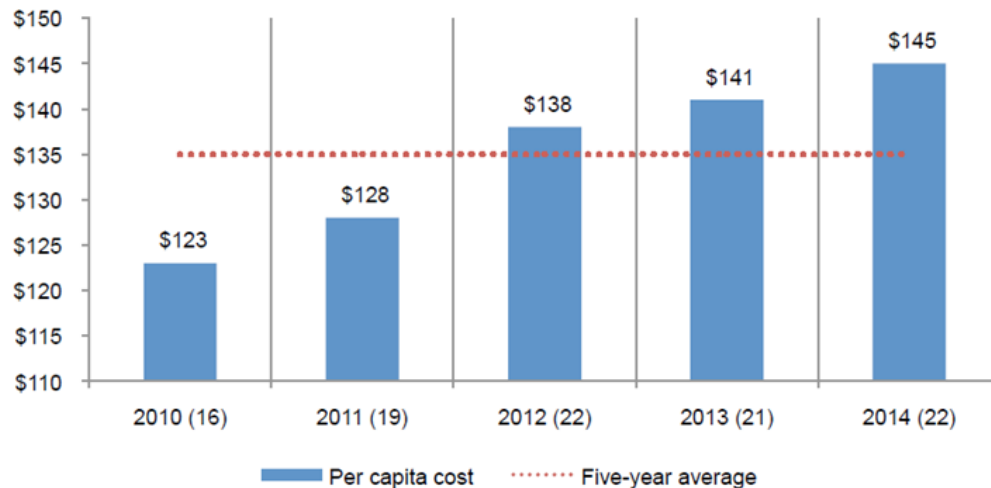AVG per capita cost of a data breach caused by **DATA THEFT or ABUSE**

$161

AVG per capita cost of a data breach caused by **NEGLIGENT EMPLOYEES**

$136

AVG per capita cost of a data breach caused by **SYSTEM GLITCH**

$128

Source: 2014 Cost of Data Breach Study: Australia
Ponemon Institute Research Report, May 2014

Proprietary and Confidential

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Average Cost of a Stolen / compromised Record
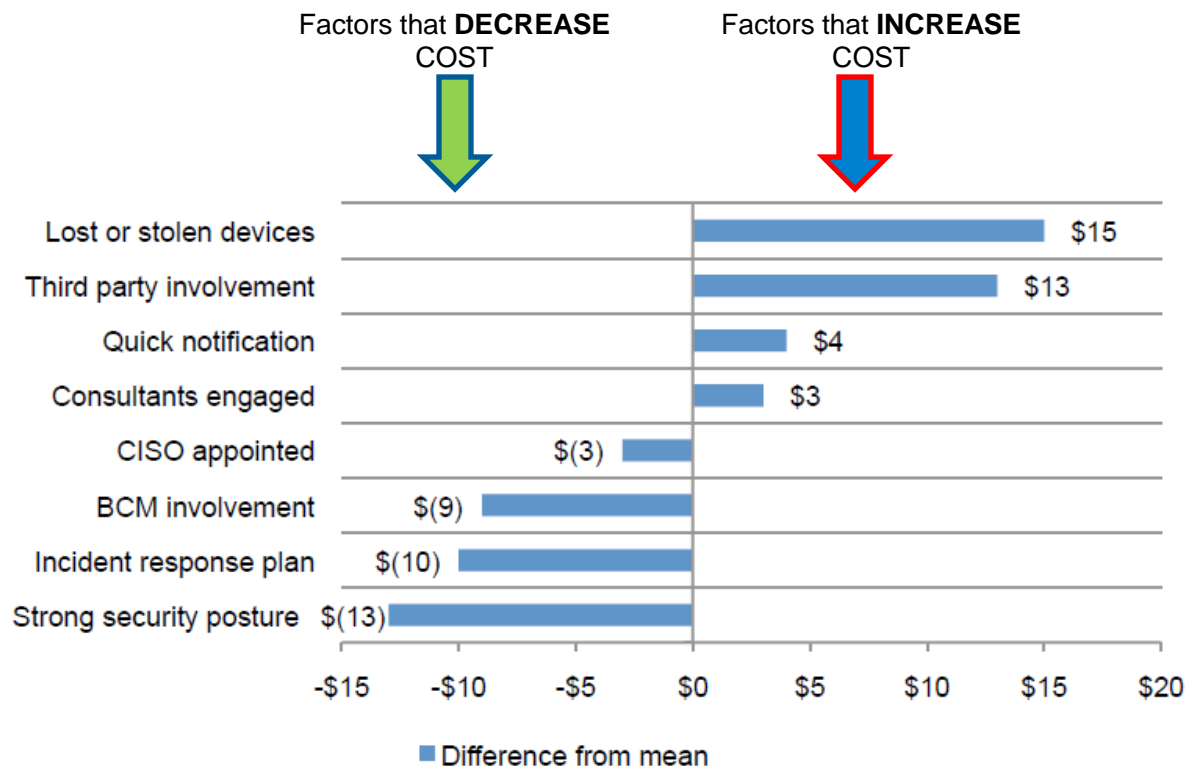
Indirect Costs 44% **$64**

Direct Costs 56% **$81**

AVG Cost = $145 per capita

Direct Costs: Costs to resolve data breach = $81
Indirect Costs: Customer churn after breach = $64

Proprietary and Confidential

Source: 2014 Cost of Data Breach Study: Australia
Ponemon Institute Research Report, May 2014

Impact Factors on the Cost of a Data Breach

Factors that **DECREASE** COST

Factors that **INCREASE** COST

Factor	Difference from mean
Lost or stolen devices	$15
Third party involvement	$13
Quick notification	$4
Consultants engaged	$3
CISO appointed	$(3)
BCM involvement	$(9)
Incident response plan	$(10)
Strong security posture	$(13)

-$15 -$10 -$5 $0 $5 $10 $15 $20

■ Difference from mean

Source: 2014 Cost of Data Breach Study: Australia
Ponemon Institute Research Report, May 2014

Average Data Breach Costs per Capita by Industry (Australia)
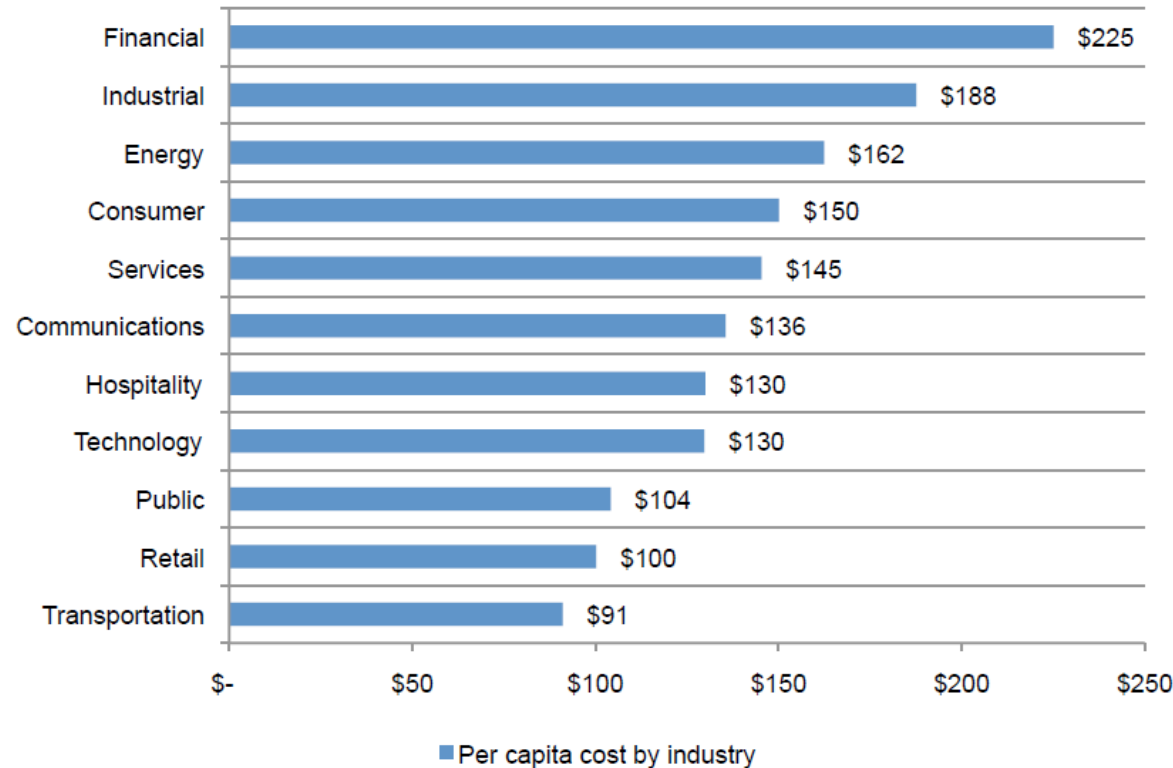
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Industry	Per capita cost by industry
Financial	$225
Industrial	$188
Energy	$162
Consumer	$150
Services	$145
Communications	$136
Hospitality	$130
Technology	$130
Public	$104
Retail	$100
Transportation	$91

■ Per capita cost by industry

Source: 2014 Cost of Data Breach Study: Australia
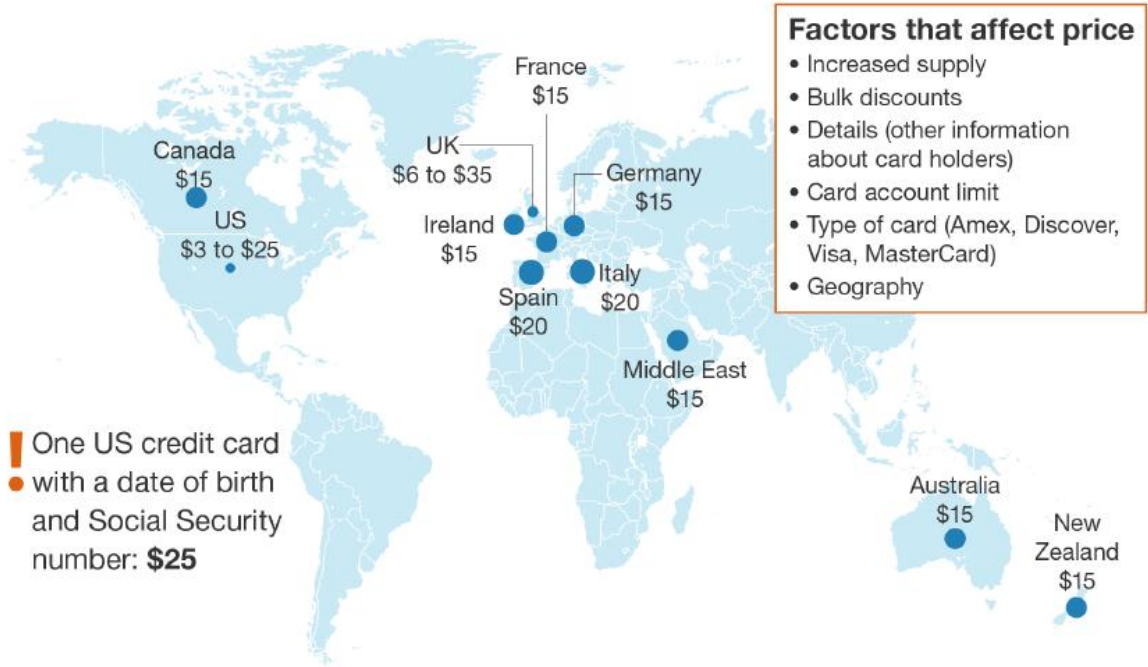Ponemon Institute Research Report, May 2014

Data for sale. What a bargain!

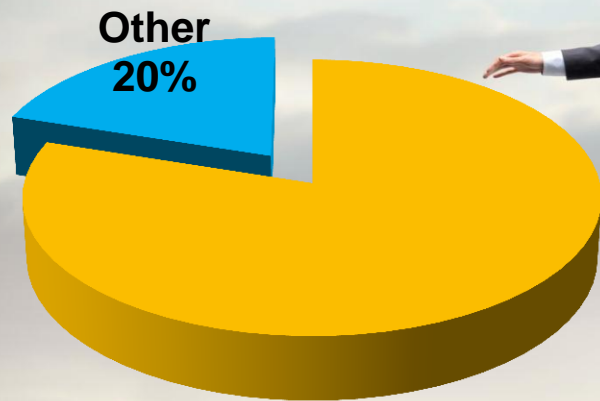| Russian Cybercriminal Underground Market Product Offerings			
Product	**2011 Price**	**2012 Price**	**2013 Price**
Credit card credentials (per card):			
• American	US$2.50	US$1	US$1
• Australian	US$7	US$5	US$4
• Canadian	US$5	US$5	US$4
• German	US$9	US$7	US$6
• British	US$7	US$6–8	US$5

US $100
- Facebook account
- Gmail account

Source: http://www.trendmicro.com/cloud-content/us/pdfs/security-intelligence/white-papers/wp-russian-underground-revisited.pdf

Average prices in April 2014 by country

Source: CSID CyberAgent

Spend and Security Effectiveness Mismatch

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Other 20%

80% OF THE SPEND IS 30% EFFECTIVE AT SECURING THE BUSINESS.

Redirect investments to be: Data Centric & Risk Based

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END

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