

CASE STUDY

## Medium-sized enterprise

120 employees

\$65M revenues / year

Initial ransom \$8,000

**Ransom demanded** \$35,000

**Calculation of costs and impact of attack** \$3,165,000

### **Impacts on business**

- 6-12 days of almost complete shutdown of operations
- Loss of revenues - Clients \$1,500,000
- Harm to brand image \$850,000
- Loss of productivity \$450,000
- Litigation \$150,000
- Other - Miscellaneous

### **Data recovery**

- Legal advice \$65,000
- Data recovery from backups (if possible)\* \$125,000
- Validation \$25,000
- Other - Miscellaneous

**Total** \$3,165,000

