

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

