



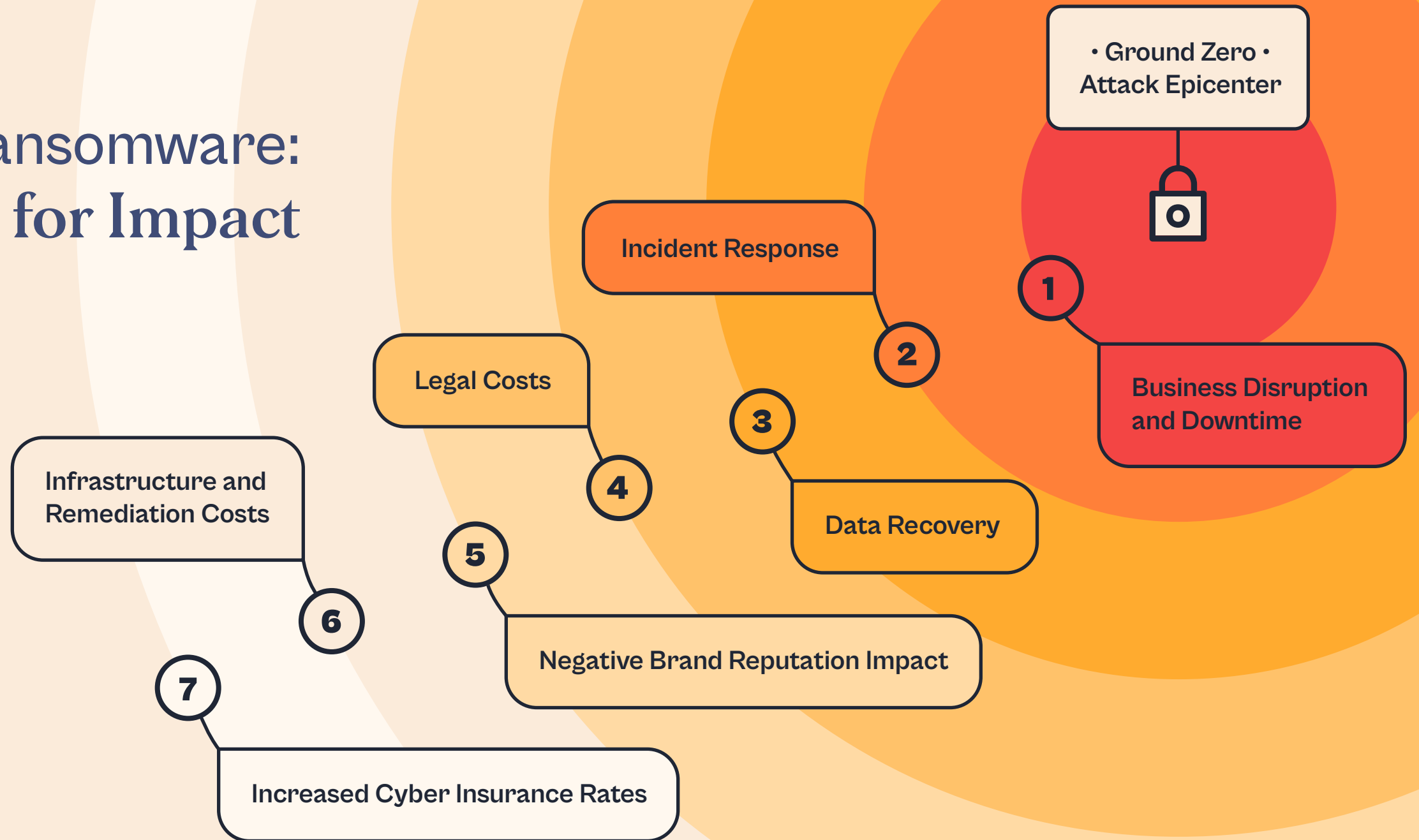
The True Costs of Ransomware: Don't Confuse Cost for Impact

What is the True Cost of Ransomware?

The effects of ransomware expand far beyond the initial disruption and subsequent ransom payment. The average cost of a ransomware payment is "north of \$300,000,*" though we've seen other reports that the actual average amount is greater. As you can see to the right, the attack blast radius is larger than the cost of just the ransom. That is the first of many additional waves of business impact and fallout.

The cost of downtime is nearly 50x greater than the ransom requested. Factor in the potential for millions of dollars in regulatory fines, and it is easy to see the lasting impact a successful ransomware attack cause even the largest and most prepared of organizations.

*Forbes, "Seven Factors Analyzing Ransomware's Cost To Business", 2021-07-29



\$2,000,000 Avg. Cost

Current averages of ransomware recovery are estimated at \$2M.*

21 Days of Downtime

Average downtime due to an attack is 21 days, independent of recovery.

287 Days for Recovery

It takes an organization a mean of 287 days to make a full recovery.

92% Recover No Data

8% of paying ransomware victims got keys and recovered their data.