



Datarisk Business Cybersecurity REPORT

How Governance, Risk, and Compliance
Investment Drives Business Growth



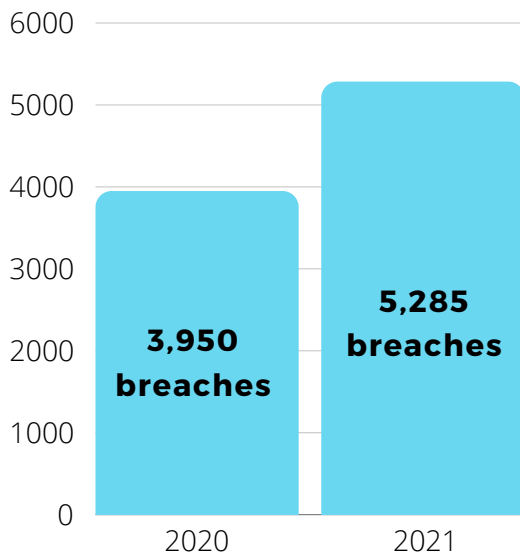
Datarisk Canada

The Value of Frictionless Cybersecurity

416-431-9012 | www.Datarisk.ca | 1 Yonge Street Toronto

THE IMPORTANCE OF CYBERSECURITY

2021 HAS SEEN A 34% INCREASE IN THE VOLUME OF DAMAGING DATA BREACHES



Source: Verizon Data Breach Investigations Report, 2021

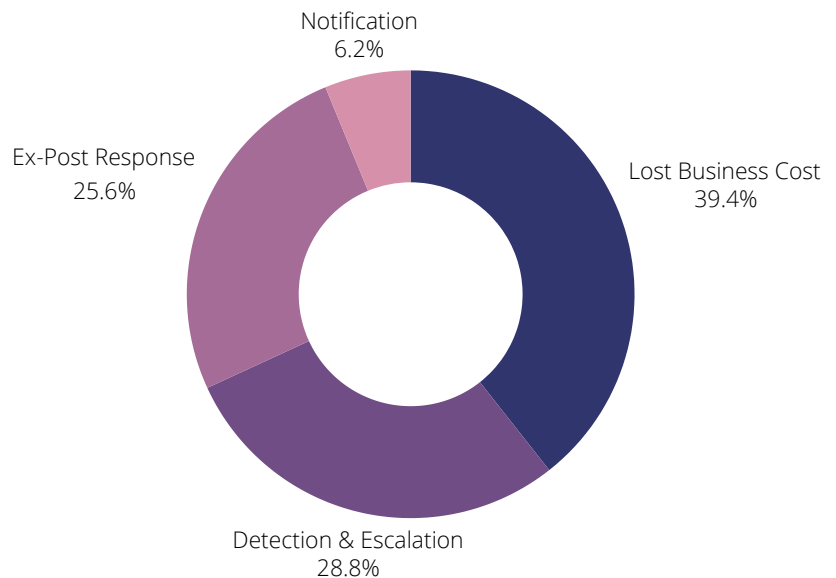
\$3.86 MILLION

The average total cost of a data breach

280 DAYS

The average time it takes to identify a data breach

Aside from business interruption, the cost of a data breach includes lost business, legal expenditures, crisis management, communications to shareholders, and loss of goodwill.



Source: Ponemon Cost of a Data Breach Report, 2020

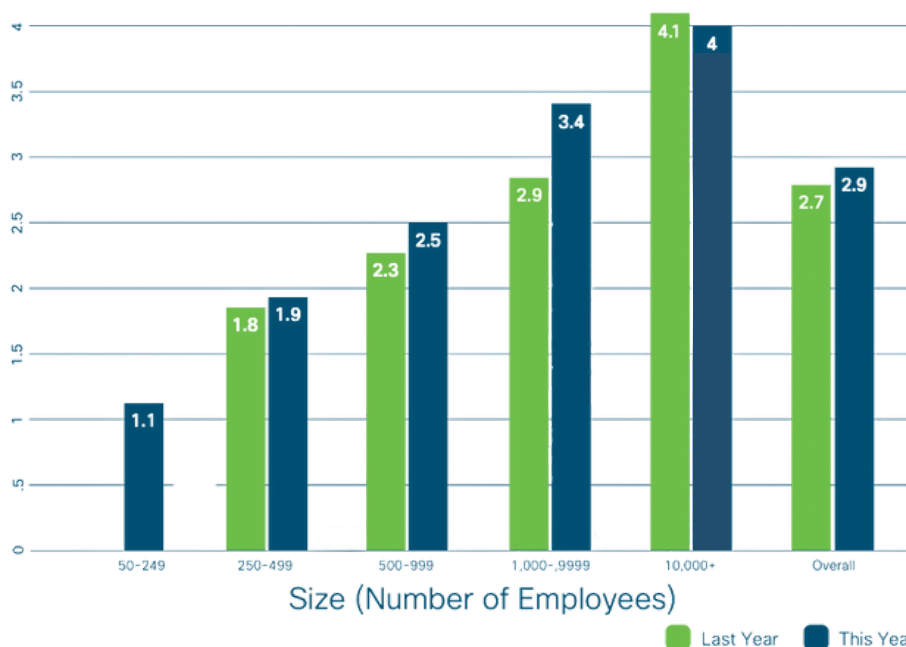
Cyberattack prevention can save an organization from about \$400k to \$1.4 million

Source: Ponemon The Economic Value of Prevention in the Cybersecurity Lifecycle, 2020

Strategic Cybersecurity is a cost-saver and growth engine.

Smart investments in frictionless cybersecurity improve customer trust, competitiveness and operational efficiency, delivering both top-line and bottom-line results.

Organizations of all sizes benefit from investing in cybersecurity.

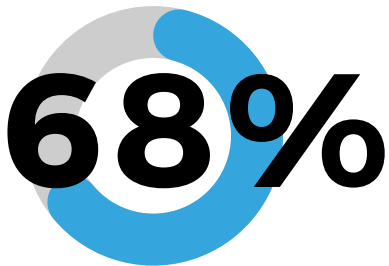


Last year, the overall value of these benefits rose about 10% to \$2.9 million.

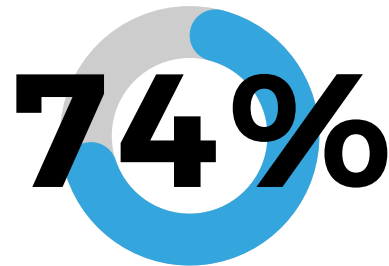
PROGRESS BY THE NUMBERS



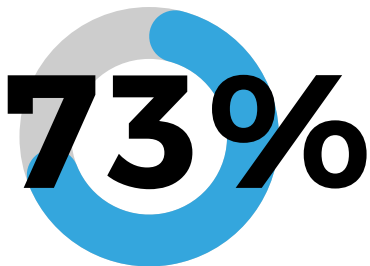
MOST ORGANIZATIONS SAY THEY SEE SIGNIFICANT BENEFITS FROM CYBERSECURITY INVESTMENT IN THE FOLLOWING AREAS:



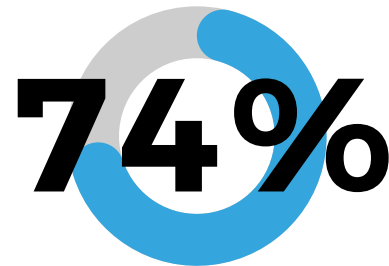
Reducing Sale Delays



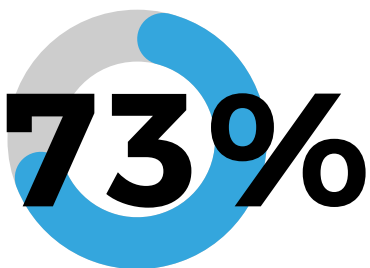
Mitigating Security Losses



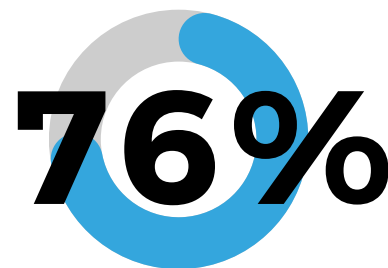
Enabling Innovation



Achieving Operation Efficiency

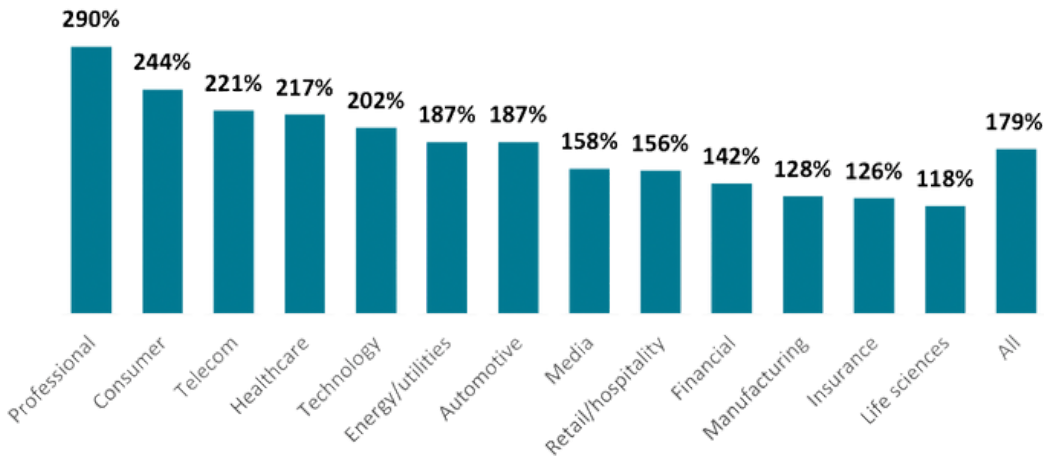


Making Company More Attractive



Building Trust

Cybersecurity benefits apply across industries. The average organization receives a **179% ROI from the strategic selection of cybersecurity services.**



Source: Cisco Data Privacy Benchmark Study, 2021

90%

OF BUSINESSES CONSIDER WHETHER AN ORGANIZATION HAS **SPECIALIZED PRIVACY CERTIFICATIONS** WHEN CHOOSING A BUSINESS PARTNER

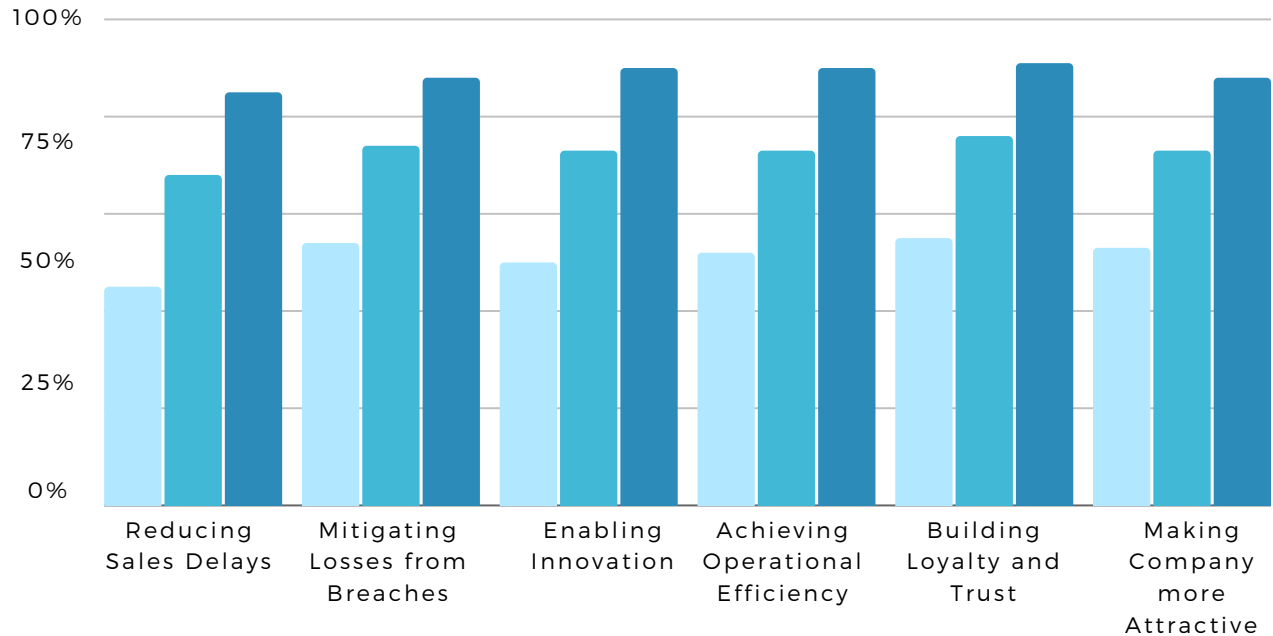
Source: Cisco Data Privacy Benchmark Study, 2021



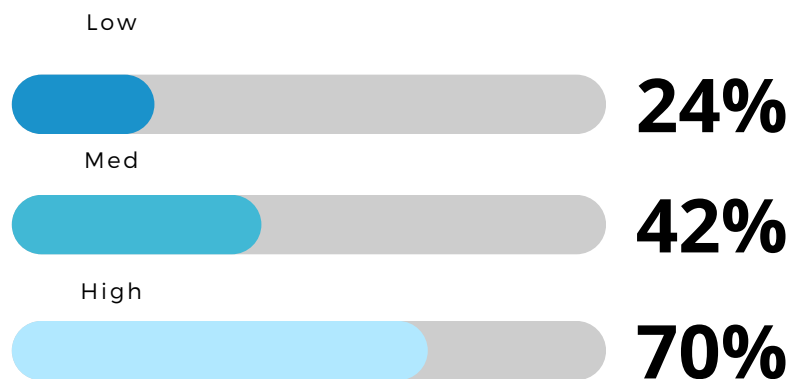
The more mature an organization's investment in privacy and security, the greater their benefit.

Business benefits from strategic privacy investment, by degree of risk maturity

Source: Cisco Data Privacy Benchmark Study, 2021



Percent of organizations that can better handle changing legislation, by maturity level



Source: Cisco Data Privacy Benchmark Study, 2021



Datarisk Canada is your trusted partner for frictionless, profitable cybersecurity.



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Included in this report:

- Cisco Systems (2021). Cisco 2021 Data Privacy Benchmark Study.
- ESI Thoughtlab (2020). *Driving Cybersecurity Performance: Improving cybersecurity results through evidence-based analysis.*
- Ponemon (2021). *Cost of a Data Breach Report*
- Ponemon (2020). *The Economic Value of Prevention in the Cybersecurity Lifecycle*
- Verizon (2020). *Verizon Data Breach Investigations Report.*

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