



Fight cyber crime

For each of the past five years, the Ponemon Institute has explored the cost of cyber crime in a study sponsored by HP Enterprise Security. The 2014 study found that while the cost of cyber crime continues to rise, security intelligence technologies are helping companies detect and contain attacks.



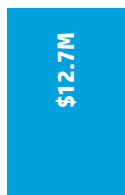
The problem*

Costs and incidence of attacks are high and growing.

Average cost of cyber crime per company:
95% increase in 4 years



2010



2014

Number of successful attacks per year per company:
144% increase in 4 years



2010



2014

Average time to resolve incidents:
221% increase in 4 years



2010



2014

Most costly kinds of attack:

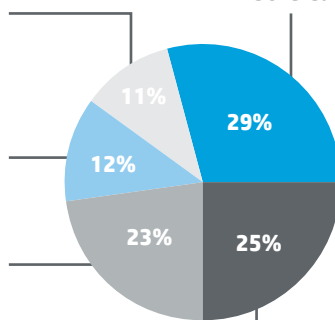
Phishing and social engineering:

Web-based attacks:

Denial of service:

Malicious code:

Others:



The solution*

You can fight back. Attack threats before they attack you.

Technology solutions—reduce costs by \$5.3M

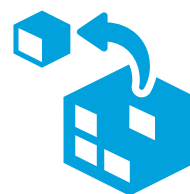
- Implement security information and event management (SIEM).
- Install intrusion prevention systems.
- Perform application security testing.
- Use governance, risk management, and compliance (GRC) tools.



2010



2014



Enterprise security governance—reduce costs by \$1.7M

- Appoint security executive.
- Convene security council.
- Acquire security expertise.
- Perform security training.
- Achieve security certifications.



2013



2014



HP—A trusted partner with a new plan



Secure your network, your information, your applications.



Predict and disrupt.



Shorten incident duration.



Share security intelligence.

Learn more at hp.com/go/ponemon

* Data from Ponemon Institute 2014 Cost of Cyber Crime Study, based on survey of 60 organizations in the United States.

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