Analytics in Motion Trusted Advisory Services

Data Breach Management

Preparation is the best defence. Are you prepared?

analytics in motion

Data breach risks are the new norm in today's information age

Navigating the challenges of a rapidly expanding data landscape is becoming increasingly complex

The interconnected nature of today's digital world has meant the amount of data being generated and collected is growing exponentially.

The increasing size, scope and frequency of data provides significant opportunities for organisations through more insightful and timely intelligence.

Consequently, data collection and analysis has become an increasingly important strategic asset to many organisations.

However, managing large scale information assets from a technical, operational, regulatory and security perspective has also become increasingly more challenging for organisations.

The value of data to criminals (especially personal, financial and health related data) has increased the risk of organisations being targeted, compromised and their data being stolen.

As a result, data breaches are now another serious threat that companies need to manage as part of their overall risk program.

Data breaches are a major risk to organisations as the number, scale and cost continue to rise

The biggest financial consequence to organisations that experienced a data breach is lost business†

Data breaches are a very real and potentially significant financial threat to many businesses. The Global Average Cost for a data breach is **US$4mill**†.

There are a multitude of costs associated with a breach that can quickly lead to expenses totalling in the millions. Some of these cost include:

- *Legal - Compliance and Defence lawyers*
- *Regulatory - Notifications and potential fines*
- *Consultants - IT Security, PR, Risk, Management*
- *Customer - Call centre, Monitoring, Protection*

However, in addition to these direct costs there are a number of opportunity costs arising from the reputational and brand damage a breach may cause to an organisation.

Loss of customers due to a data breach†

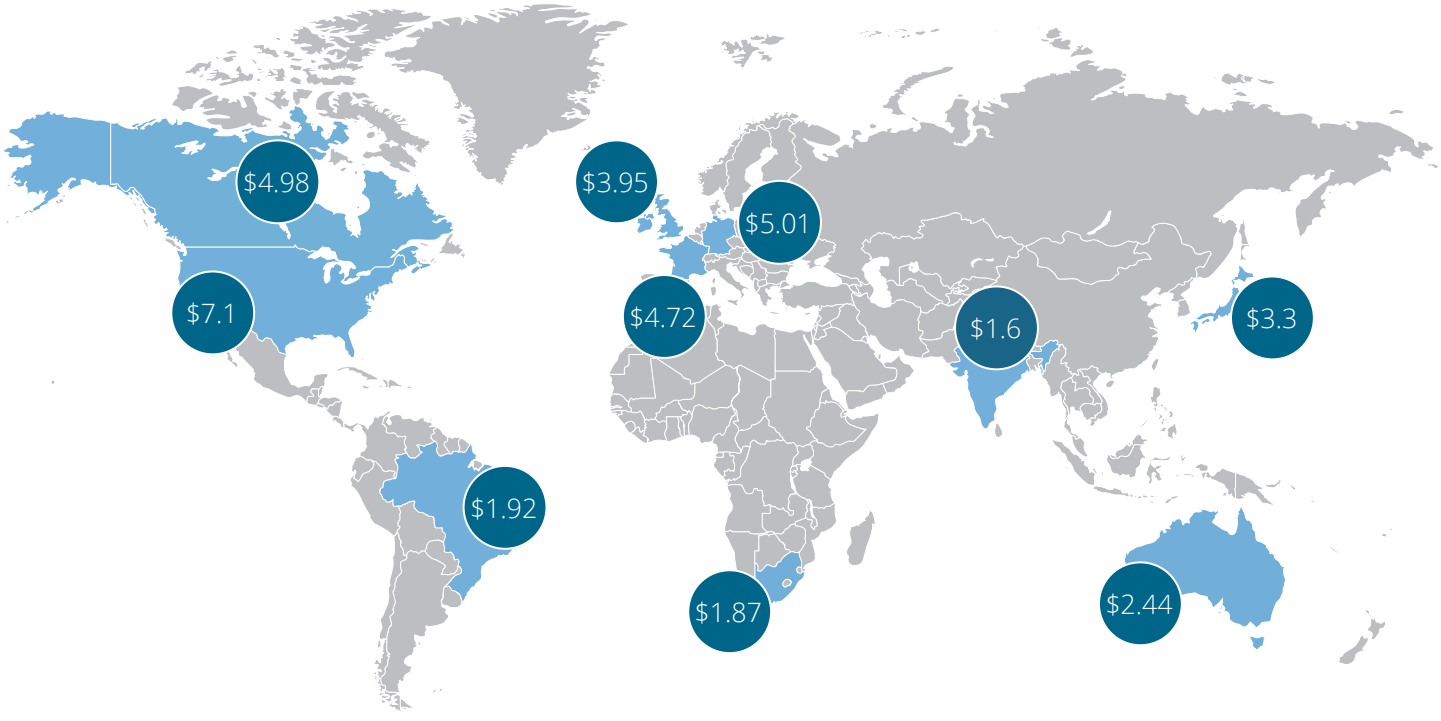
↓2.9%	↓5.3%	↓6.2%
Industry Average	*Health Industry*	*Financial Industry*

A breach often leads to the diminished confidence and trust in a company. This results in higher than normal customer attrition rates. Companies that experience a data breach also tend to have lower customer acquisition rates. Both of these factors can have a significant impact on revenue.

It is therefore imperative that an organisation regain the trust of customers after a data breach.

Average Total Cost (US$ mill) per breach by country†

USA, Canada, France, UK, Japan, Australia, South Africa, Brazil & India



† *Source:* Ponemon Institute 2016 Cost of data breach study sponsored by IBM

Data breaches pose a serious risk for all firms, regardless of their size, industry or country

There are many different ways in which data can be compromised in an organisation. Understanding both the external and insider threats that exist can greatly assist in mitigating the risk they represent.

For the last 8 years, *Hacking, Skimming & Phishing* have represented the greatest external threat that organisations face in relation to data breaches.

In addition, nearly 37% of all data breaches are caused by both negligent and malicious insider threats – employee errors, accidental emails, theft and improper disposal of physical documents.

While data breaches due to *Third Parties* currently only totals 6.5%, historically it has been as high as 14.9% and as such firms must remain vigilant.

56.7%

Hacking, Skimming and Phishing*

36.8%

Employee Accident, Theft, Error and Loss*

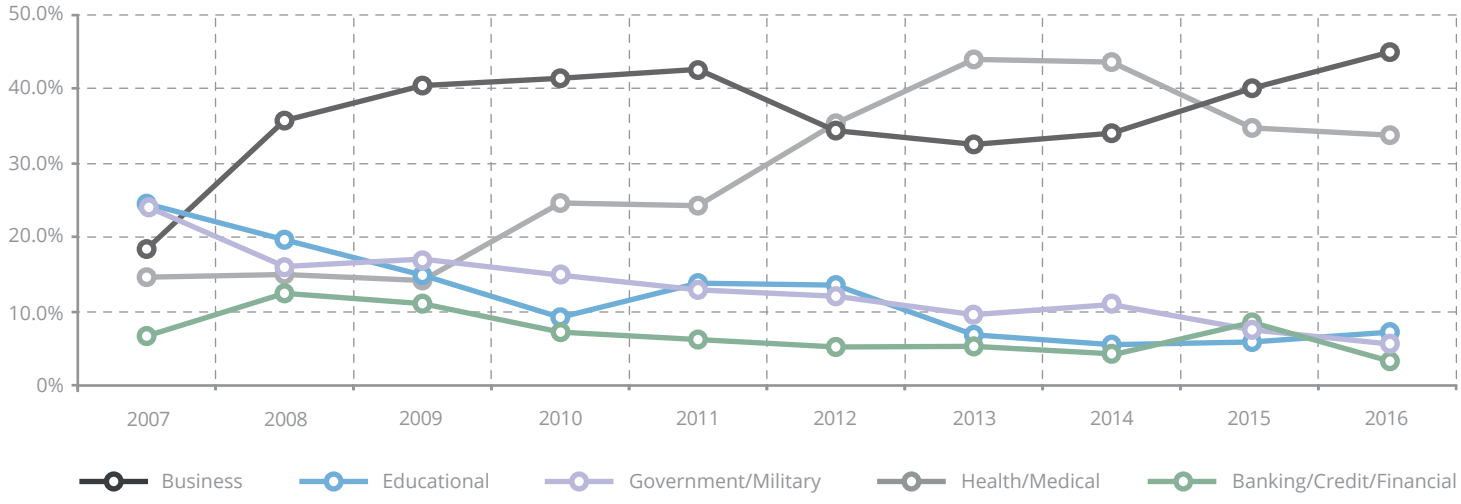
6.5%

Third Party Providers, Partners and Suppliers*

Business and Health/Medical are the most frequent sectors that experience data breaches, accounting for nearly 80% of all incidents.

These industries contain a significant amount of sensitive information that can be monetised by criminals more easily.

Percentage of overall breaches by industry*



* *Source:* Identity Theft Resource Center Breach Statistics 2005 - 2016

How Analytics in Motion can assist your organisation

Accelerating organisational readiness to proactively prepare and strategically respond to a data breach

While businesses are becoming increasingly aware of the threat associated with data breaches, many are not necessarily equipped to respond in a timely and coordinated manner.

Many organisations still adopt a 'wait and see' approach, often only creating a response plan after the data breach or security incident has occurred.

This reactive approach often leads to greater financial, legal and reputational damage.

At Analytics in Motion our Data Breach Management services are aimed at assisting organisations to proactively reduce the risks associated with a data breach.

This entails implementing a multi-layered strategy encompassing the following main components:

- **Readiness**
- **Containment**
- **Remediation**

These form the strategic three pillars of our Data Breach Management service and focus on coordinating and implementing best in class solutions across the entire breach life cycle from start to finish.

The Three Pillars of Data Breach Management

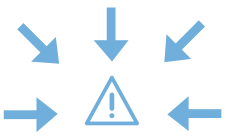
Pre Breach

Readiness

Preparation & Prevention

Involves assessing the current state of the business and developing a comprehensive data breach readiness plan. This should be conducted prior to any data breach occurring and include any stakeholders that potentially have a responsibility in the remediation process.

Breach



Containment

Detection & Analysis

Proactive identification and rapid containment/removal are major factors in reducing the threat severity from a data breach. Any breach should be proceeded with an IT forensic investigation and analysis to assess the extent, scope & potential impact to the organisation's customers.

Post Breach

Remediation

Assess & Respond

Based on the assessment of the breach an action plan is put in place to effectively respond and communicate with all applicable stakeholders. Companies must ensure they follow all regulatory requirements while supporting and protecting their customers who have been affected.

Our approach places a significant focus on planning the necessary remediation process **BEFORE** a breach has occurred. This promotes a more timely, strategic and coordinated response in the event of a data breach, leading to better outcomes for the affected customers.

About Analytics in Motion

Advanced Analytics & Intelligence

Analytics in Motion are a professional services firm that provides a variety of business related solutions to organisations around the world.

Through utilising our advanced analytics capabilities we are able to deliver more insightful solutions that empower customers to make informed and timely decisions.

Our expertise across all aspects of cyber intelligence, statistical analysis, data modelling, management and operational consulting make us uniquely skilled to help organisations proactively prepare and strategically respond to a data breach.

For more information about our services please contact us at pi@analyticsinmotion.com