

# Breach Impacts – How to Estimate Costs More Accurately

Thursday, April 2 at 11 AM Eastern





# Breach Impacts – How to Estimate Costs More Accurately

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Advisen's cyber loss data provides a historical view of more than 90,000 cyber events – including clash events – collected from reliable and publicly verifiable sources. Each incident is linked to an ultimate parent company and includes the following characteristics:

- Case Type
- Case Status
- Affected Count
- Accident Date
- Source of Loss
- Type of Loss
- Actor
- Loss Amount
- Company Size
- Company Type
- Number of Employees
- Industry Code
- Geography

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## Today's Moderator



**Erin Ayers**  
Editor,  
Cyber Front Page News  
**Advisen**

# Today's Panelists



**Jim Blinn**

EVP, Client Solutions  
Advisen



**Jeff Schermerhorn**

Regional Leader, FINEX, Cyber and E&O  
Willis Towers Watson



**David Severski**

Data Scientist  
Cyentia Institute



**Tony Martin-Vegue**

Sr. Security Risk Engineer  
Netflix

# What are some key takeaways and commentary on the methodology?

“ ”



**Erin Ayers**  
Advisen  
Moderator



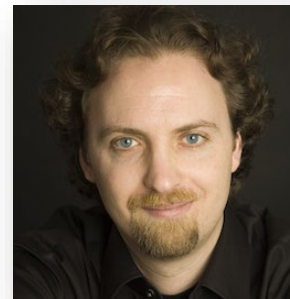
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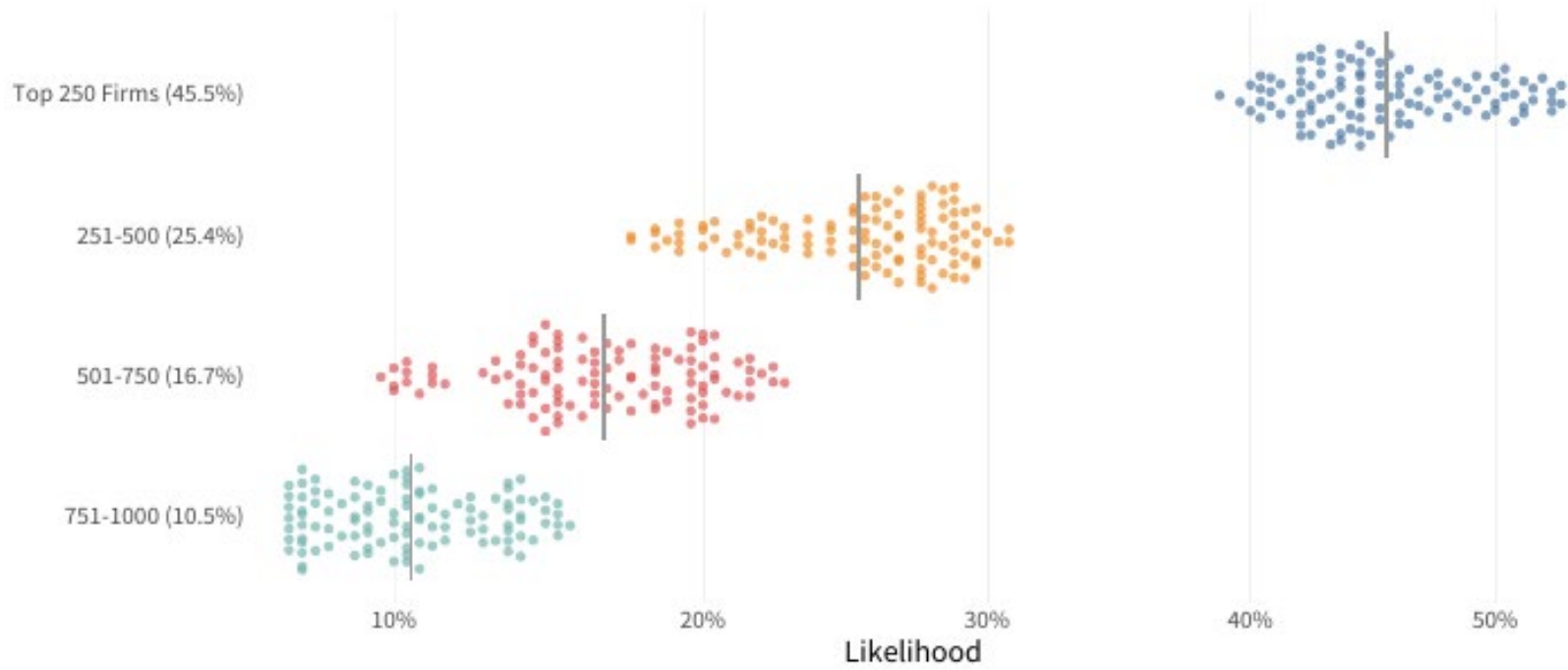
Data Scientist  
Cyentia Institute



**Tony Martin-Vegue**

Sr. Security Risk Engineer  
Netflix





# Can you tell us more about the Advisen cyber loss database?



**Erin Ayers**  
Advisen  
Moderator



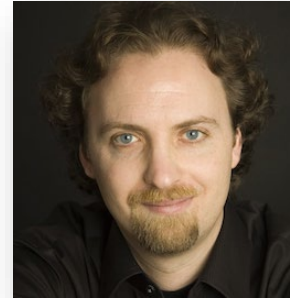
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# What are the issues with traditional ways of measuring potential breach costs? Which organizations are most harmed by that method?

“ ”



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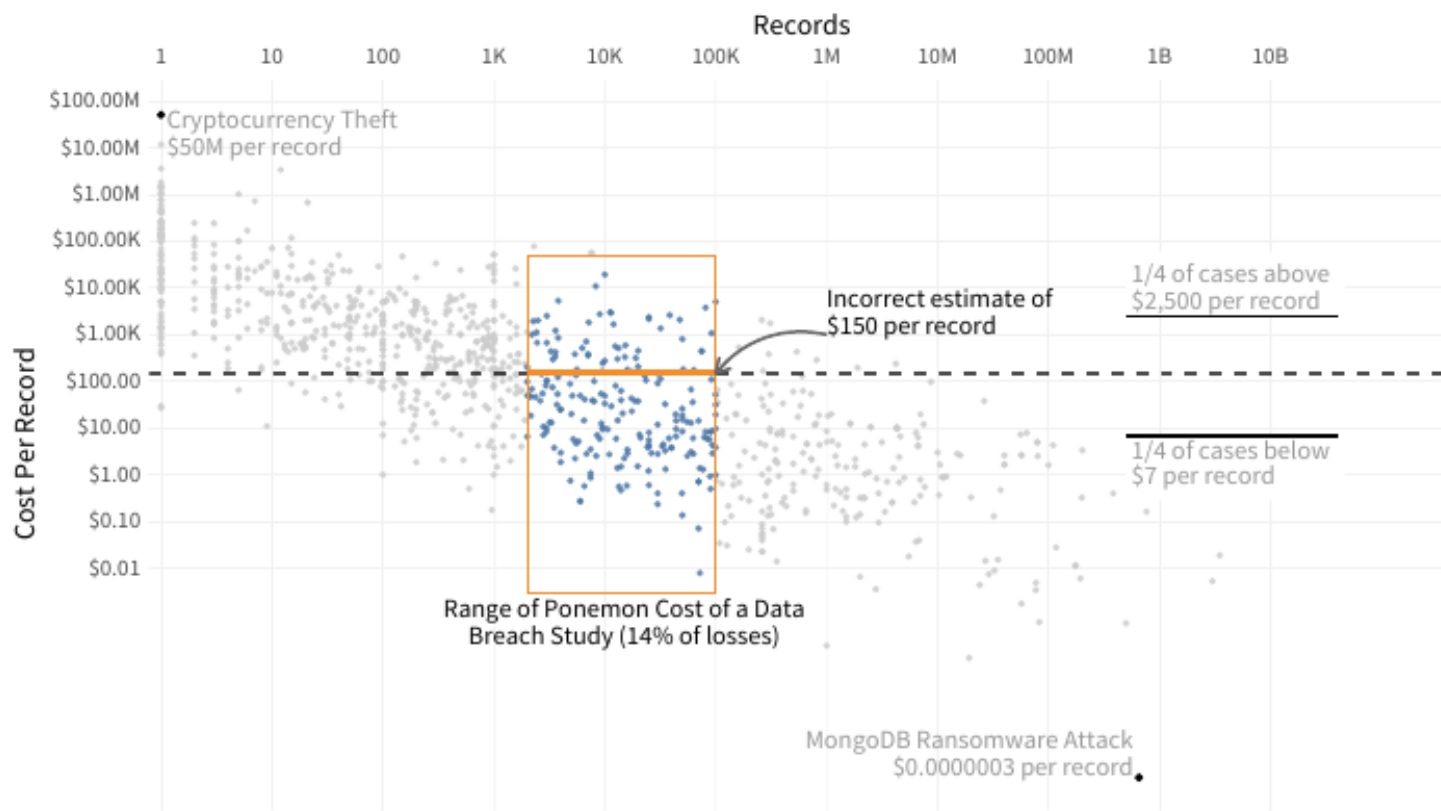
**David Severski**

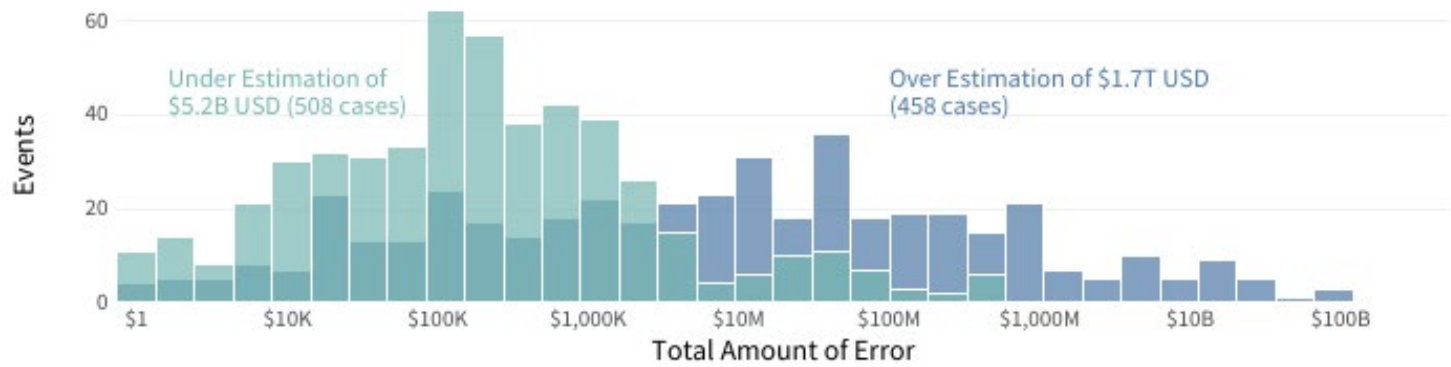
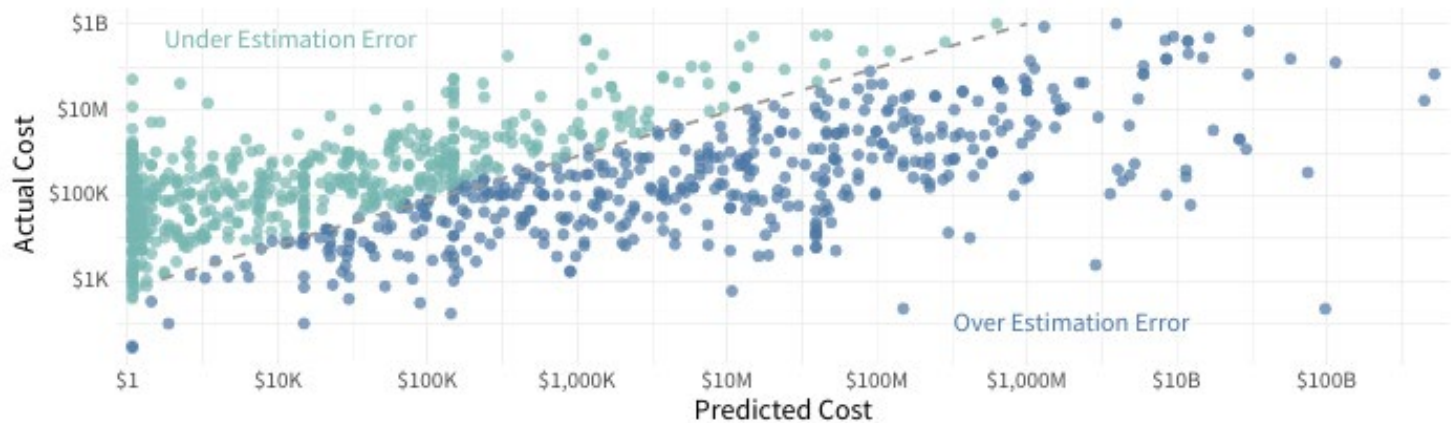
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# How can organizations put this information and data to work?



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Advisen  
Moderator



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Records	Probability of At Least This Much Loss					
	\$10K	\$100K	\$1M	\$10M	\$100M	\$1B
100	82.0%	49.9%	17.8%	3.3%	0.3%	0.0%
1K	88.4%	60.9%	26.0%	5.9%	0.7%	0.0%
10K	93.0%	71.1%	35.8%	10.0%	1.4%	0.1%
100K	96.0%	79.8%	46.7%	15.8%	2.7%	0.2%
1M	97.9%	86.7%	57.7%	23.5%	5.0%	0.5%
10M	99.0%	91.8%	68.2%	32.8%	8.6%	1.1%
100M	99.5%	95.3%	77.4%	43.4%	13.9%	2.3%
1B	99.8%	97.4%	84.9%	54.5%	21.0%	4.2%
10B	99.9%	98.7%	90.5%	65.3%	30.0%	7.4%

# What factors can worsen a breach?

“ ”



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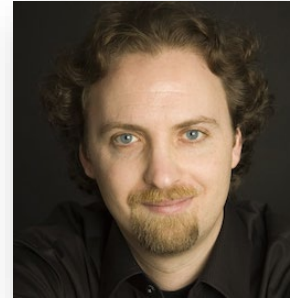
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# What factors drive frequency of events/attacks?



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How should small businesses view the results of the study?  
How can they balance the lower risk against the much higher consequences?



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Moderator



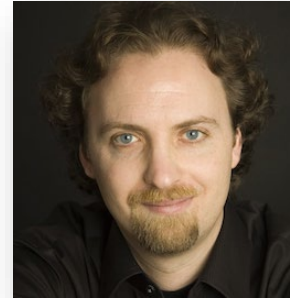
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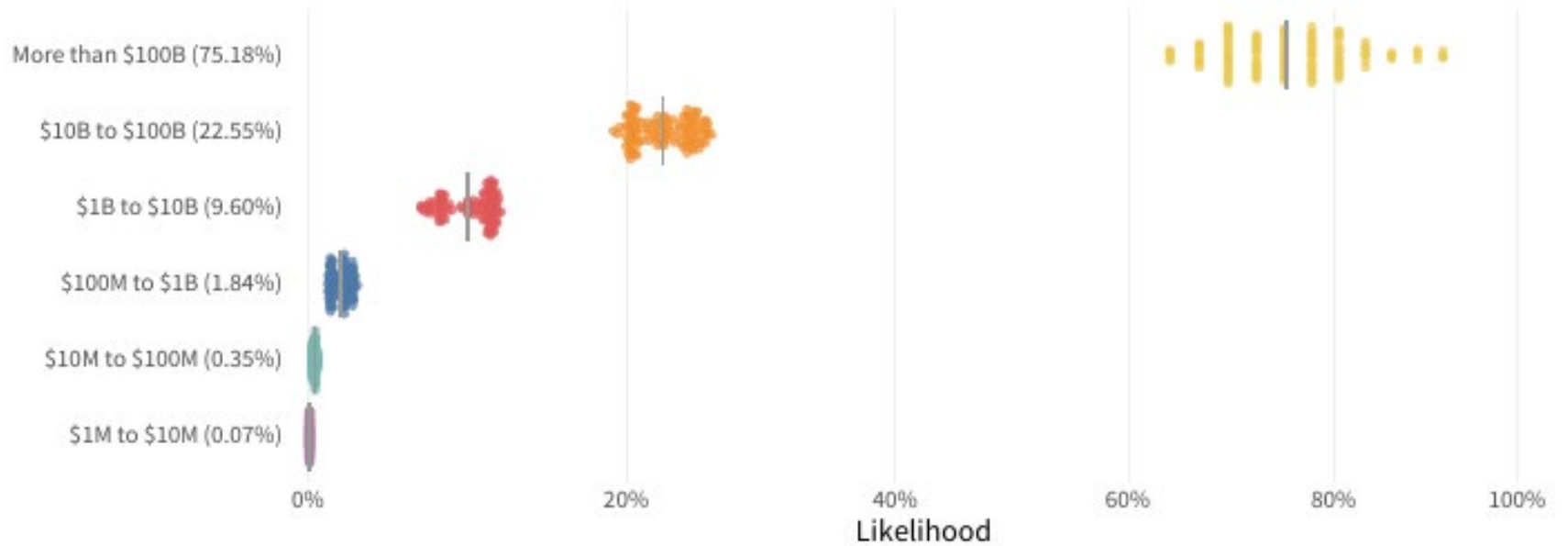
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Where can this type of analysis go in the future?  
What are some unique insights the data could offer?



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Moderator



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# Thank you to our Panelists



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