NINTH ANNUAL COST OF CYBERCRIME STUDY
Unlocking the value of improved cybersecurity protection

The Ninth Annual Cost of Cybercrime study combines research across 11 countries in 16 industries. We interviewed 2,647 senior leaders from 355 companies and drew on the experience and expertise of Accenture Security to examine the economic impact of cyberattacks.

THE EXPANDING THREAT LANDSCAPE AND NEW BUSINESS INNOVATION IS LEADING TO AN INCREASE IN CYBERATTACKS

Cybercrime is evolving

Security breaches are growing

Technologies introduce risk, and so do humans

Only 16% of business leaders say new business models introduce technology vulnerabilities faster than they can be secured.

Organizations spend more than ever dealing with the costs and consequences of increasingly sophisticated attacks

Cost of cybercrime is rising

People-based attacks have increased the most

![Diagram showing the increase in different types of cyber attacks from 2017 to 2018](image-url)

Legend

- **2017**
- **2018**

![Legend for different types of cyber attacks](image-url)
SECURITY TECHNOLOGIES CAN REDUCE COSTS

Net technology savings (Total technology savings minus total technology spend)

<table>
<thead>
<tr>
<th>Technology Area</th>
<th>Savings (US$ millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security intelligence and threat sharing</td>
<td>$2.26</td>
</tr>
<tr>
<td>Automation, AI, and machine learning</td>
<td>$2.09</td>
</tr>
<tr>
<td>Advanced identity and access management</td>
<td>$1.83</td>
</tr>
<tr>
<td>Cyber and user behavior analytics</td>
<td>$1.72</td>
</tr>
<tr>
<td>Cryptography technologies</td>
<td>$0.85</td>
</tr>
<tr>
<td>Enterprise governance, risk, and compliance</td>
<td>$0.20</td>
</tr>
<tr>
<td>Automated policy management</td>
<td>$0.09</td>
</tr>
<tr>
<td>Data loss prevention</td>
<td>$0.08</td>
</tr>
<tr>
<td>Advanced perimeter controls</td>
<td>-$0.16</td>
</tr>
</tbody>
</table>

IMPROVING CYBERSECURITY PROTECTION CAN CREATE ECONOMIC VALUE FOR AN ORGANIZATION AND PROVIDE A USEFUL BENCHMARK FOR SECURITY INVESTMENTS

What is economic value?

**REDUCE THE COST OF CYBERCRIME**

**OPEN UP NEW REVENUE OPPORTUNITIES**

Better cybersecurity protection

- **IMPROVES COST**
- **INCREASES TRUST**
- **ADDS VALUE**

The average G2000 company can gain new economic value

- **$5.2t** Revenue potential
- **$580m** Additional revenue

THREE STEPS TO UNLOCK CYBERSECURITY VALUE

**Prioritize protecting people-based attacks**

Use training and education to reinforce safe behaviors, for people inside and outside the organization.

**Invest to limit information loss and business disruption**

Take a data-centric approach to security to better manage information loss and business disruption and comply with new privacy regulations.

**Target technologies that reduce rising costs**

Use automation, AI/machine learning and advanced analytics to reduce the rising cost of discovering attacks.