

THE NEW CYBERSECURITY EQUATION: Risk, Response, and Business Outcomes



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THE IMPACT OF CYBERATTACKS — Business Disruption Versus Direct Cyberattack Costs.

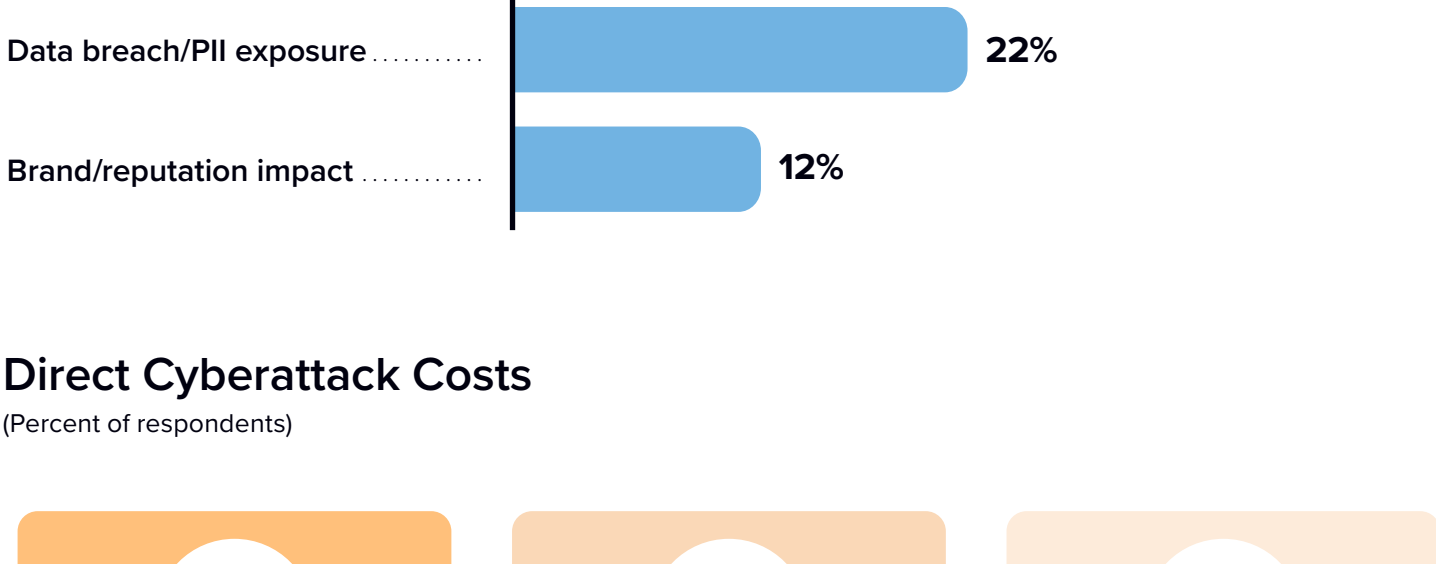
High-profile cybersecurity breaches continue to set new records.

Software supply chain attacks, API security risks, and threats to generative AI tools and services have become important to manage in recent years.

The impact of cybersecurity attacks can no longer just fall within the traditional technology domains. Digital transformation has intertwined technology into business operations. Cyber-resilience impacts the bottom line and must be viewed through a holistic lens.

Primary Business Impact

(Percent of respondents)



Direct Cyberattack Costs

(Percent of respondents)



30%

System mitigation cost



13%

Compliance penalties



10%

Ransomware payments

n = 260; Source: IDC's Lumen Cyber Security Services Survey, October 2024

DETECTION, TALENT, AND VISIBILITY ARE the Top 3 Cybersecurity Gaps.

Detection dominates the top gaps of an organization's cybersecurity program, especially early threat detection as well as detection of more advanced threats. The next top 2 gaps include hiring and retaining cybersecurity talent and ensuring visibility across a growing attack surface. Focusing on the top 3 gaps will improve cybersecurity programs.

42% Detection

Real-time monitoring and threat detection are the primary gaps in cybersecurity programs.

37% Talent

Hiring and retaining skilled cybersecurity professionals remains a critical challenge.

34% Visibility

Maintaining visibility across expanding attack surfaces is crucial for effective security.

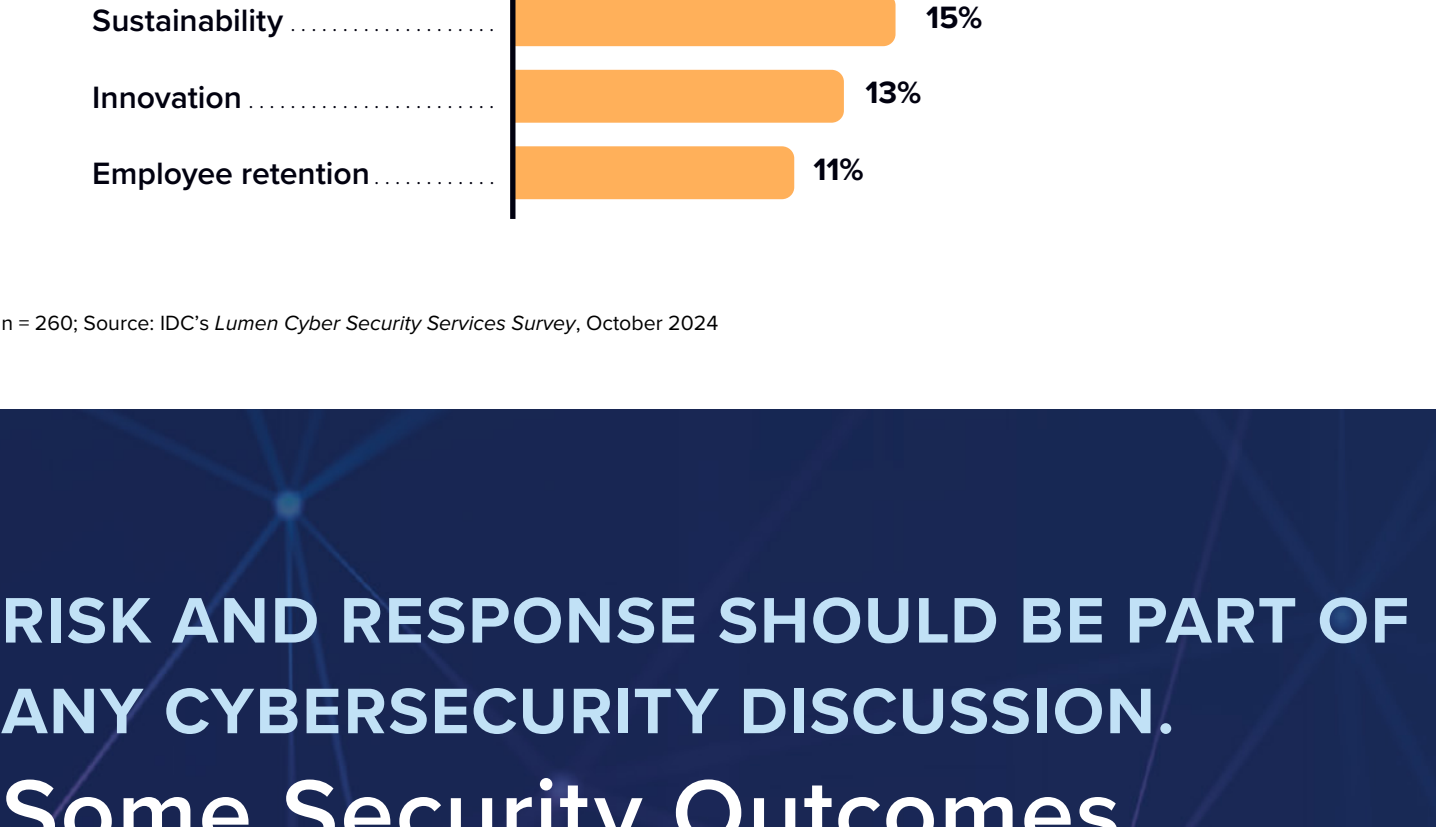
n = 260; Source: IDC's Lumen Cyber Security Services Survey, October 2024

NO LONGER CONSIDERED A COST CENTER, CYBERSECURITY EFFICACY AND RESILIENCE Now Deliver Business Value to Organizations.

92% of respondents believed cybersecurity efficacy and resilience positively impacted their organizations. Operational efficiency (33%) is the leading business value, followed by improved risk posture (27%)

Please select the most important business values to your organization as a result of your cybersecurity efficacy and resilience level.

(Percent of respondents)



n = 260; Source: IDC's Lumen Cyber Security Services Survey, October 2024

RISK AND RESPONSE SHOULD BE PART OF ANY CYBERSECURITY DISCUSSION. Some Security Outcomes Carry More Weight Than Others.

As organizations plan to strengthen their cybersecurity infrastructure, the top security outcomes are risk reduction and faster time to detect/respond to attacks. When communicating cybersecurity investment to stakeholders, use the narrative of primary security outcomes and supporting benefits.



Companies have an opportunity to better communicate the business and economic benefits of cybersecurity investment.

n = 258; Source: IDC's Lumen Cyber Security Services Survey, October 2024

THE STRATEGIC SHIFT OF CYBERSECURITY: Action Items.

- Move from a tools-first approach to an outcomes-first approach.

Tools need TLC

- Tie them together with other tools or platform(s).
- Log relevant data.
- Configure and update them regularly.

- Emphasize the demonstrated positive business impacts of cybersecurity programs over threat scenarios.
- Prioritize visibility and talent retention alongside technical controls.
- Focus on early threat detection and advanced threat capabilities.
- Get outside help as needed. A great managed services partner can be skillful not only in operational and technical capabilities but also in strategic needs to connect security investments to operational efficiency and business resilience.

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