

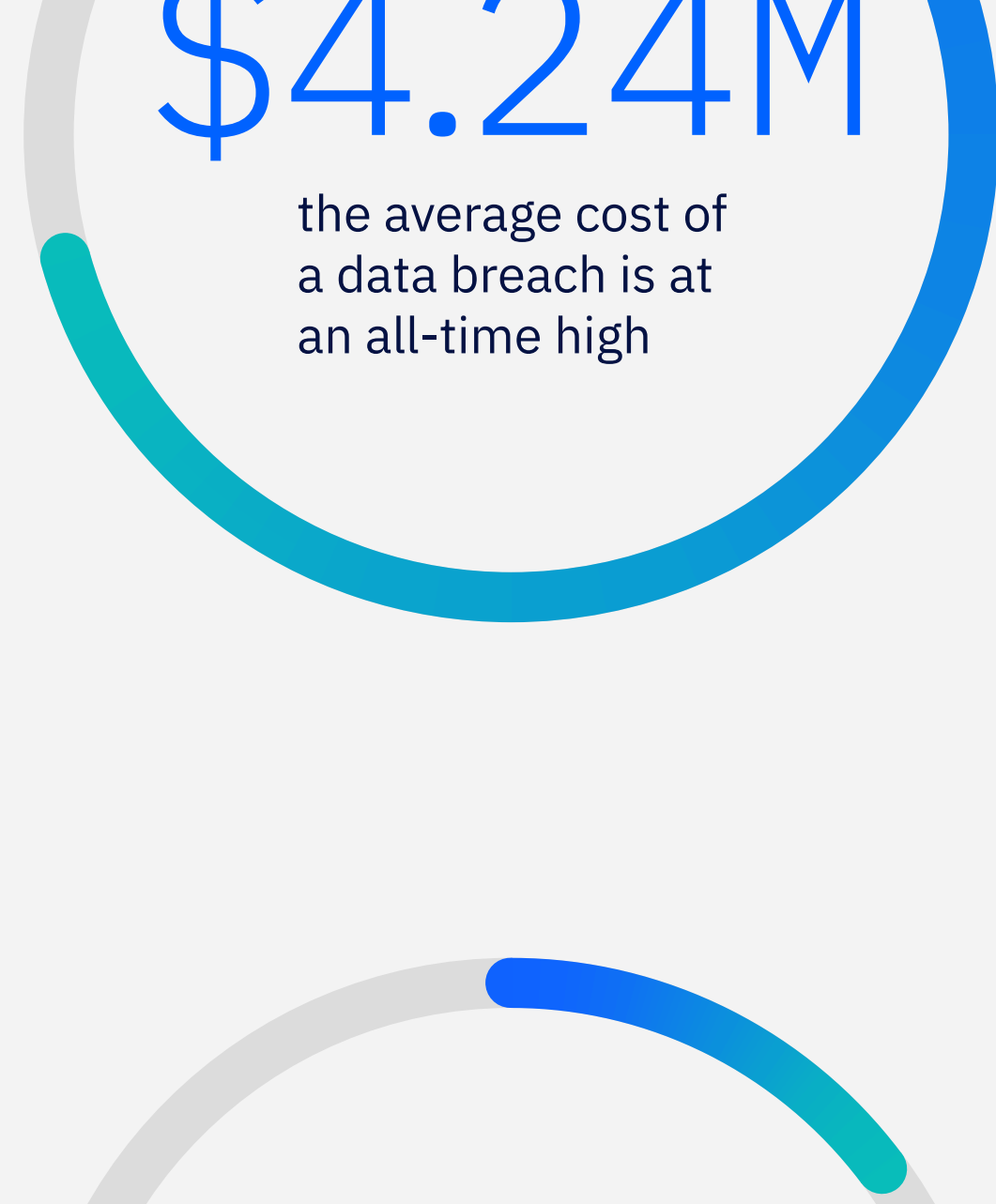
# Cost of a Data Breach

A view from the cloud 2021

## Mitigating risk in cloud environments

We live in a world that changes quickly and is often unpredictable. In the past few years, more organizations have started their move to the cloud. At the same time, security incidents and data breaches have increased at alarming rates.

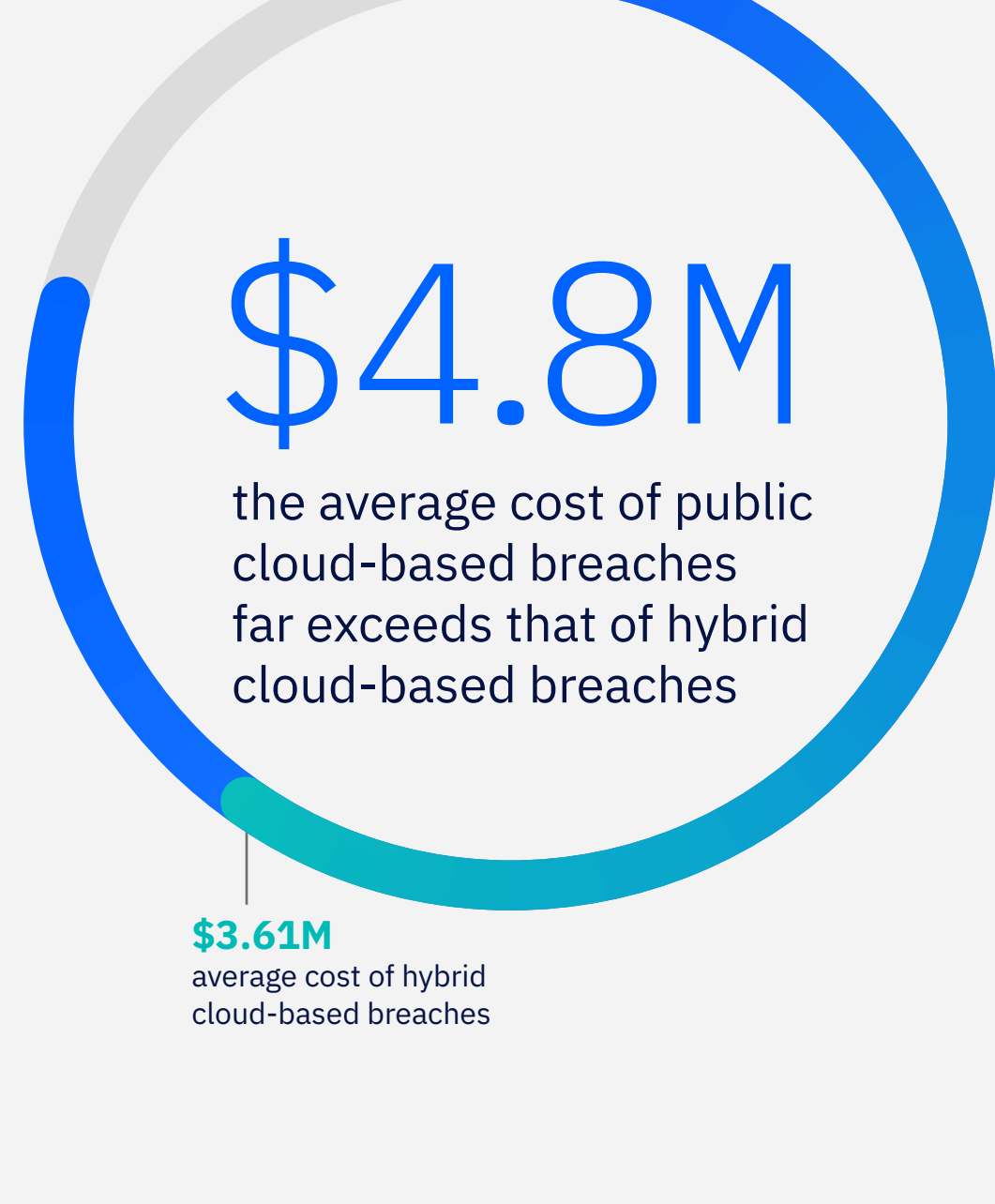
The best defense is not avoiding the cloud, but rather having the right cloud configuration to reduce threats.



Today's business challenges push many organizations to the cloud. More cloud migration means more opportunity for security breaches and security incidents.

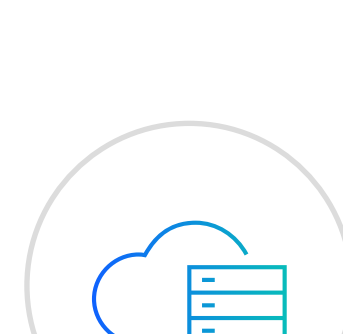


When your organization relies on a cloud solution, having the correct configuration is essential to proactively reduce risk.

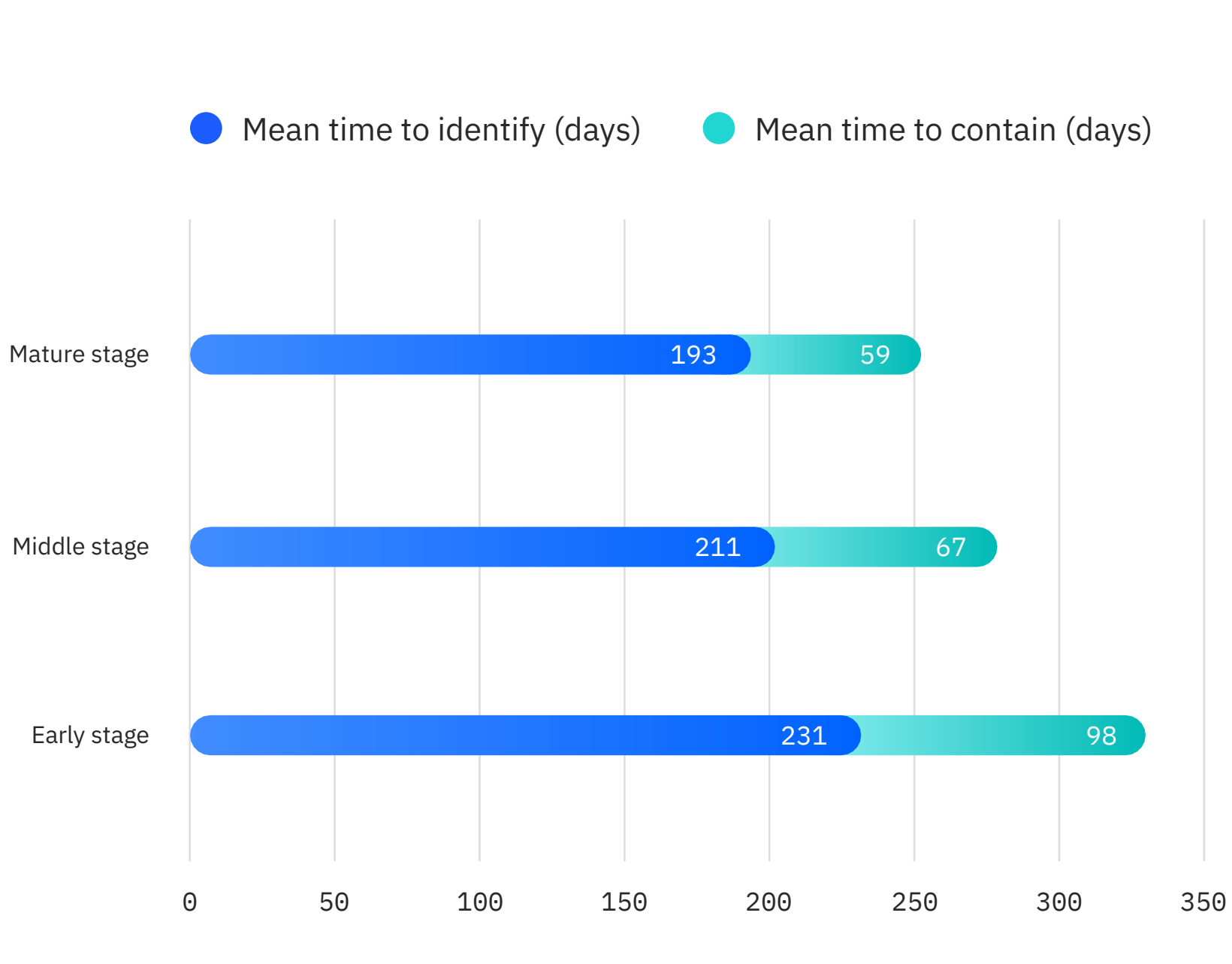


With the average cost of hybrid cloud breaches being \$1.19M less than the public cloud, it's clear that a hybrid cloud strategy helps decrease risk.

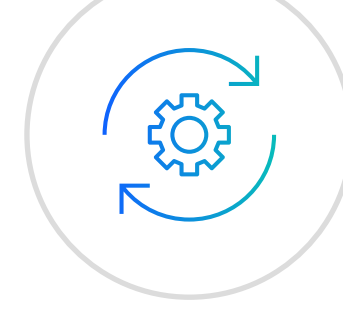
## Key factors for understanding threats in a cloud environment



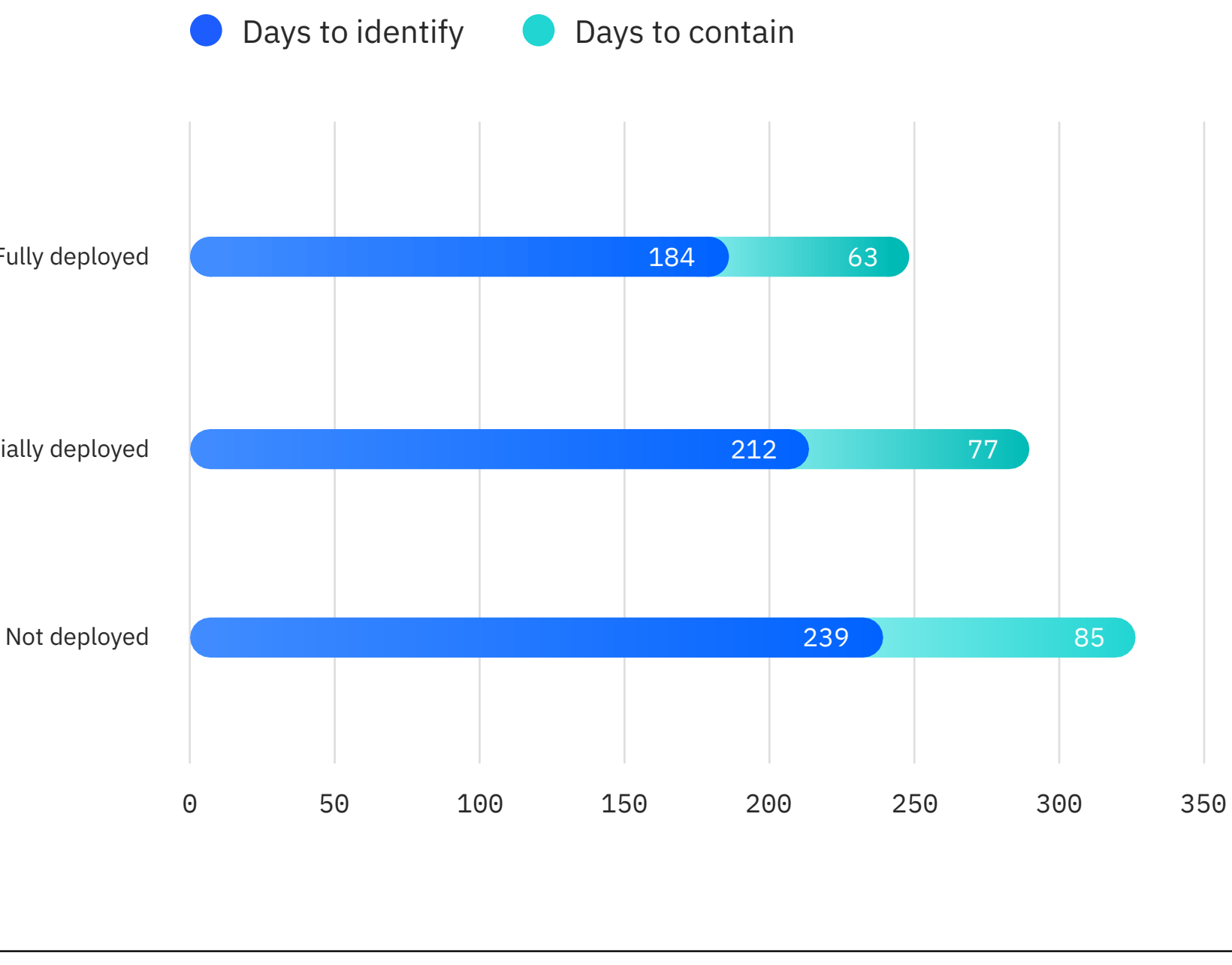
### Migration stage Identifying and containing a data breach (based on cloud migration stage)



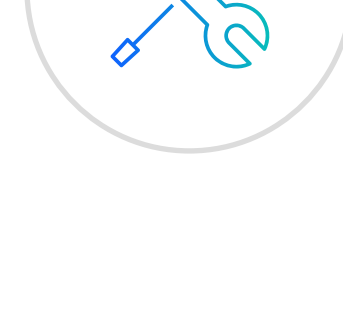
Organizations in the mature stages of deployment are less vulnerable to breaches



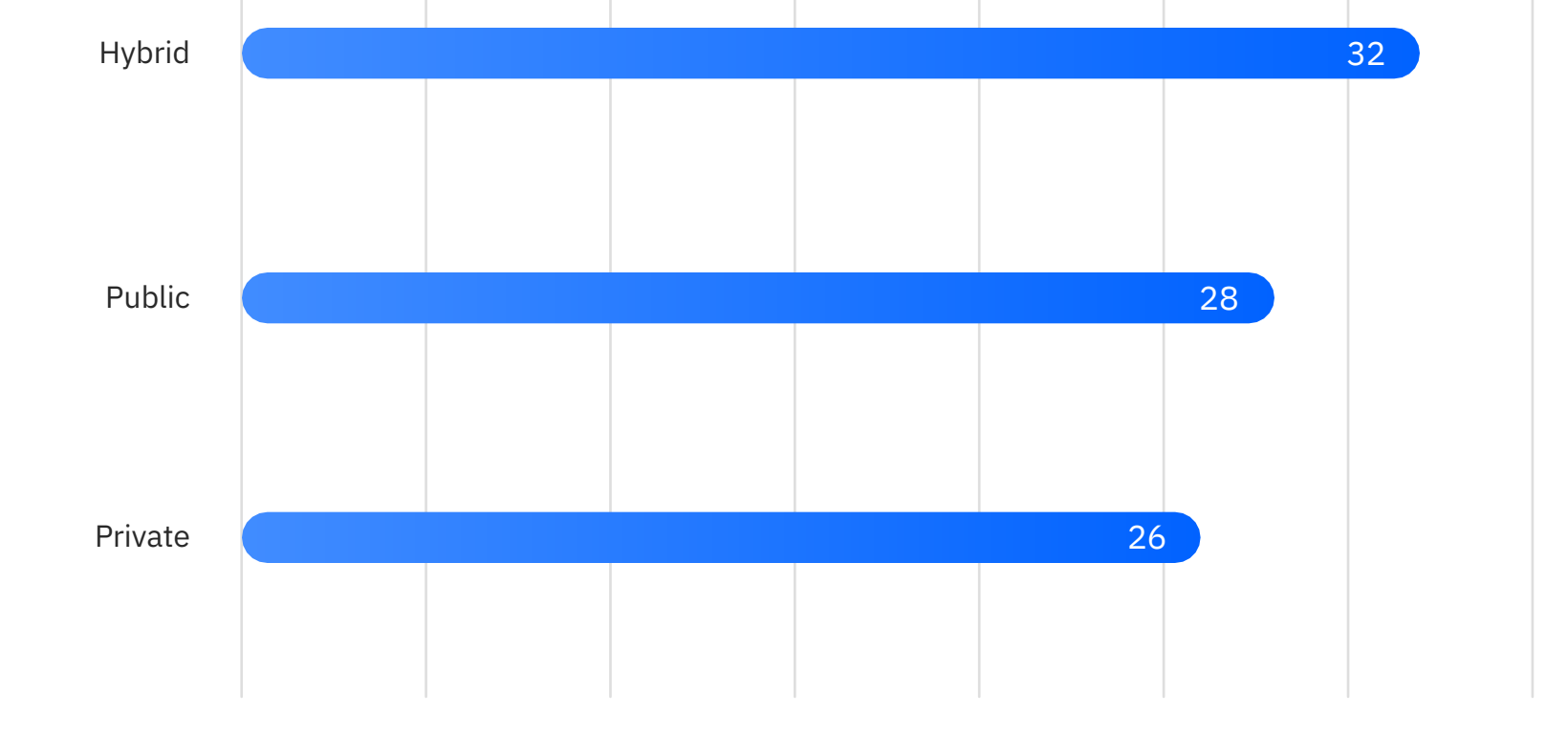
### Automation (AI) Identifying and containing a data breach (based on level of security automation)



Minimize risk and cost with correct cloud configurations and greater platform management



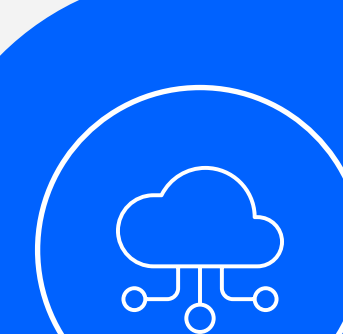
### Tools Average number of cloud-based security tools (by cloud model)



The right tools, such as AI, was associated with a lower average cost and a shorter breach lifecycle

## A proactive opportunity: 4 steps to reduce risk

Data reveals a path for organizations to take a proactive approach to minimize future threats by making vital cloud infrastructure improvements.



### Risk Cloud misconfiguration is the third most common security breach risk

#### Proactive Approach

Strategically configure your cloud infrastructure

#### IBM Cloud® Security and Compliance Center:

- centralized management tools
- always-on compliance
- up-to-date secure configurations and visibility



### Risk The average cost of public cloud-based breaches was \$1.19M higher than hybrid cloud-based breaches

#### Proactive Approach

Use a hybrid cloud platform

#### IBM Cloud:

- Full range of services that enable confidential computing
- Data protection services
- End-to-end data protection approach
- Strategic benefits of a hybrid model including a single management platform



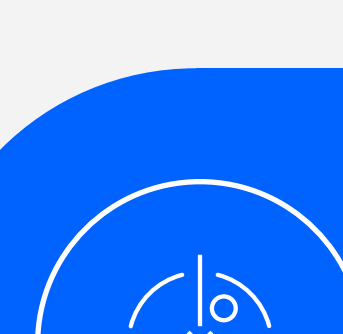
### Risk Breaches with lower costs and reduced lifecycles have one thing in common: AI

#### Proactive Approach

Automate security intelligence

#### IBM Cloud and AI:

- Analyze with accuracy and speed
- Detect threats in real-time
- Make informed critical decisions faster
- Learn with each interaction
- Gain actionable insights



### Risk A mature stage of migration meant less time to locate and contain the security breach

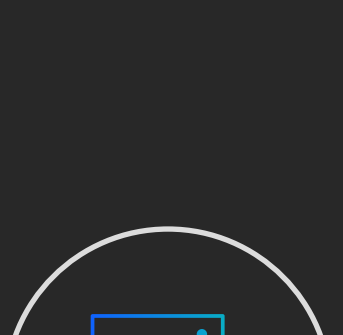
#### Proactive Approach

Reach maturity securely

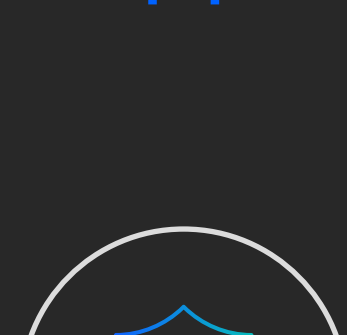
#### IBM Cloud full stack approach:

- Reach maturity quickly, efficiently and securely
- End-to-end security approach
- Unified solutions
- Built-in capabilities with visibility, proactive monitoring, and security intelligence
- Endpoint management and visibility with Tanium Comply

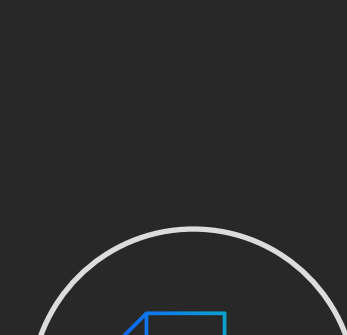
## Use cases for these approaches:



A large financial services institution with strict regulatory requirements for technical assurance for their encryption keys.



A major health insurance provider with strict data protection and user privacy regulations needs their cloud platform to provide a trusted execution environment (TEE) for processing data.



A digital assets custody (DAC) case in which the asset owner needs to maintain control of the associated private key, even when that key is in use.

## Designed with security in mind

Trusted by 47 of the Fortune 50 companies, all 10 of the top 10 largest banks, and 8 of the 10 largest airlines, IBM Cloud is considered the most open and secure public cloud for business.

Consider your risk and take a proactive approach with IBM Cloud and IBM Security®.

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