IBM

The truth about Data Breaches

Selected data based on IBM-sponsored Solitaire research

Solitaire report: Breaches lead to lost customers

18.6x
Regaining a customer post-breach costs 18.6 times more than it did to gain them initially.[1]

78%
of customers would not automatically return to a business after a breach.[1]

95%
see attempting to cover up a breach as a sign of disrespect.[1]

But defending your data against breaches is easier said than done...

Breaches are everywhere
More than **14 billion** data records have been lost or compromised since 2013.[2]

And they're costly
On average, each data breach costs
$3.86 million
(USD)[4]

They're sneaky
91.3%
of organizations are unaware of incursions and their scope.[3]

Encryption keeps incursions at bay

Of all data breached since 2013, only 4% was encrypted.[2]

Yet most businesses must settle for selectively encrypting data due to limited:

- Manpower
- Computing power
- Budget

What if there was a better way?

Pervasive encryption for IBM Z®
The simple, cost-effective way to encrypt enterprise data

All data based on IBM-sponsored Solitaire research

Encrypt everything

100%
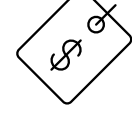encryption for critical database, application and cloud service data

Encrypt quickly

18.4x
faster encryption than other solutions[3]

20.74%
better incursion interception out-of-the-box than competing solutions[3]

98.82%
less remediation time[3]

Encrypt economically

5%
of the cost of competing platforms[3]

88.35%
less security staff time required[3]

91.7%
fewer servers required[3]

Promote customer trust with pervasive encryption

Learn more   Get started today

1   Solitaire Interglobal Ltd, Scaling the Digital Mountain: https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=65014265USEN&
2   Breach Level Index: https://www.breachlevelindex.com. Accessed 11 October 2018; written approval to use source received 10 October 2018.
3   Solitaire Interglobal Ltd, Pervasive Encryption: A New Paradigm for Protection: https://www.ibm.com/account/reg/us-en/signup?formid=urx-17749
4   Ponemon Institute 2018 Cost of Data Breach Study: https://www.ibm.com/security/data-breach