

# The state of data security

Data can help create a competitive advantage that drives business growth.

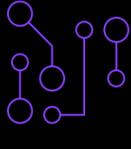
But as your organization's data grows, continued success can mean taking a proactive approach to protecting this valuable resource.

11.7B records

leaked or stolen from surveyed companies between 2016 and 2019<sup>1</sup>

11TB of data

## What can happen when critical data is stolen or destroyed?



**Crippled**  
operations



**Damaged**  
brand reputation



**Reduced**  
shareholder value

## Data breaches can be expensive

\$150

average cost of one lost or stolen record for those surveyed<sup>2</sup>

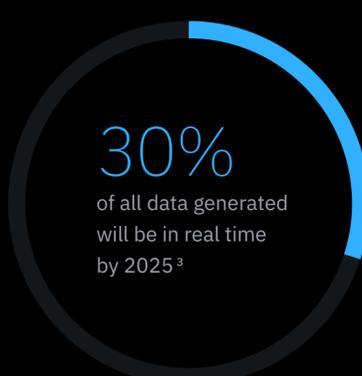
\$3.92M

average cost of a single data breach for those surveyed<sup>2</sup>

\$388M

cost of a mega breach for those surveyed, where 1 to 50 million data records are lost<sup>2</sup>

## The data security landscape is becoming more complex



## A strong security strategy can help protect your data

It's a matter of knowing where to start

### Ask the right questions:

- What is your business-critical data and what is it used for?
- Where does it reside?
- Who are the key stakeholders?
- How can you mitigate data security risks?
- How adaptable is your encryption?

### Improve security awareness:

- Know your **data**
- Know your **encryption**
- Know your **applications**
- Know your **protection**

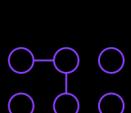
## And having the right partner

The IBM Critical Data Protection Program addresses complex data security challenges with five key practices:



### Discover

Know your critical assets and data protection objectives.



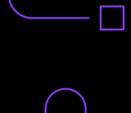
### Classify

Identify sensitive and confidential data, data storage repositories, paths and access.



### Baseline

Establish your baseline security requirements for critical data.



### Protect

Implement risk remediation to help address gaps in client data security environment.



### Monitor

Develop governance framework, metrics and monitoring processes.

Find out how the IBM Critical Data Protection Program can help you transform your approach to data security.

[Learn more](#)

Call IBM Security  
1.877-257-5227  
Priority code: Security

1. 2019 IBM X-Force Threat Intelligence Index Report  
2. Study conducted by the Ponemon Institute; Results sponsored, analyzed and reported by IBM Security  
3. <https://www.seagate.com/files/www-content/our-story/trends/files/idc-seagate-dataage-whitepaper.pdf>