Global average total cost of a data breach:

$3.86 M

Security automation saved millions:

$3.58 M

Customer PII drove costs higher:

$175

Compromised credentials and cloud misconfiguration led the way:

Top initial attack vectors:

- Compromised credentials (19%)
- Cloud misconfiguration (19%)

Costliest initial attack vectors:

- Vulnerability in 3rd-party software (21%)
- Cloud misconfiguration (16%)
- Compromised credentials (19%)

Nation state attacks:

- Less common, but costliest
  - Nation state: $4.43 million
  - Unknown: $4.29 million
  - Hacktivist: $4.28 million
  - Financially motivated: $4.23 million

Effectiveness of incident response grew:

- Organizations with an incident response team and tested IR plans averaged breach costs of $3.29 million, compared to $5.29 million for organizations with neither IR teams or IR testing.

Mega breaches, mega costs:

- Average cost of a mega breach of 50 million+ records: $392 M

Explore the report and calculator:

ibm.com/databreach