

RSACConference2015

San Francisco | April 20-24 | Moscone Center

SESSION ID: BR-T09

Before and Beyond the Breach: New Research in the 2015 DBIR

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CHANGE

Challenge today's security thinking



#RSAC
#DBIR

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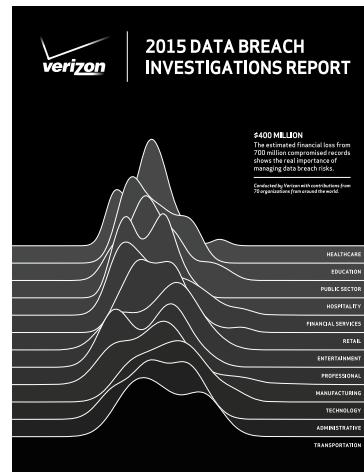
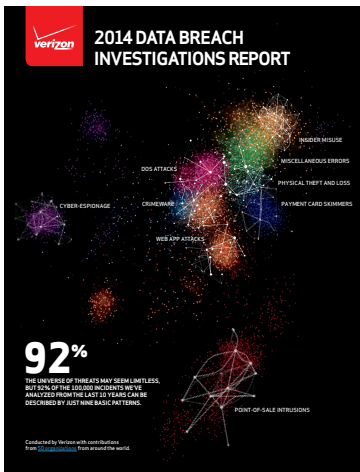
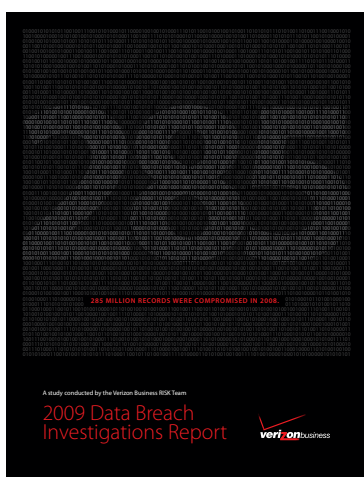
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Introduction

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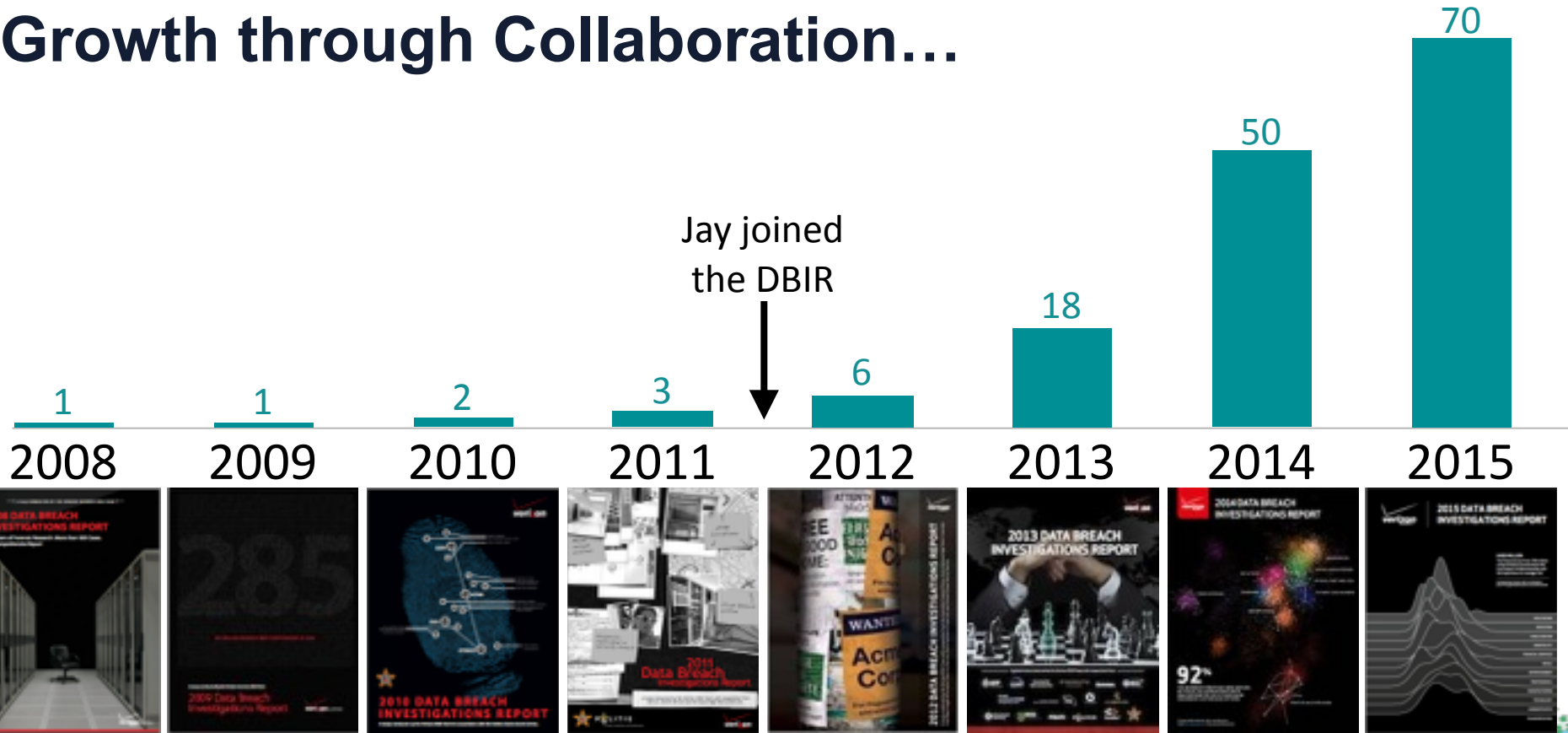
“Godfather of the DBIR”





8 years...

Growth through Collaboration...



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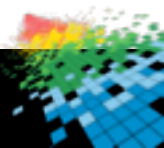
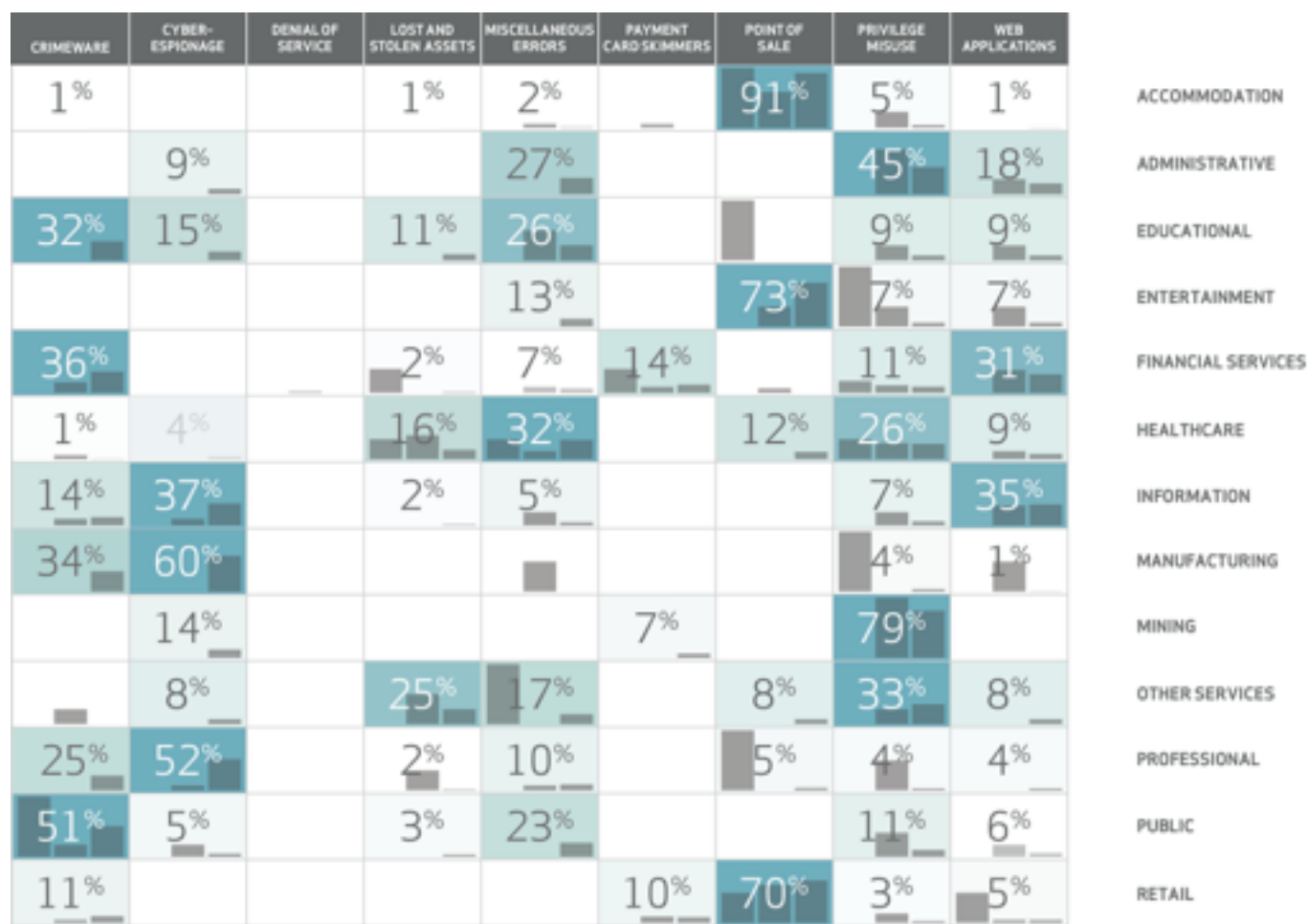
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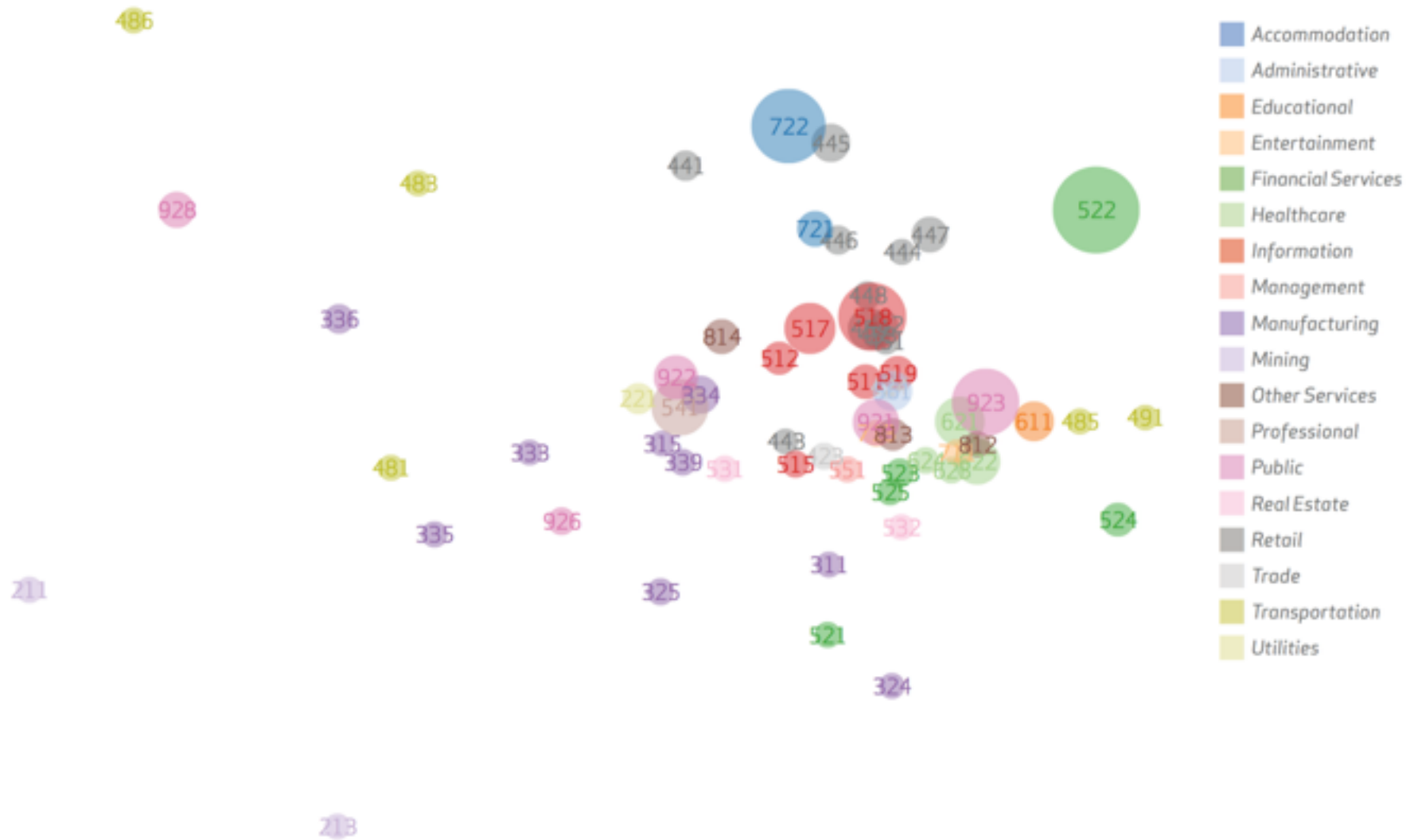
Industry Patterns

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“Godfather of the DBIR”







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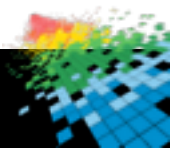
Exploited Vulnerabilities

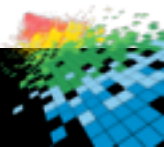
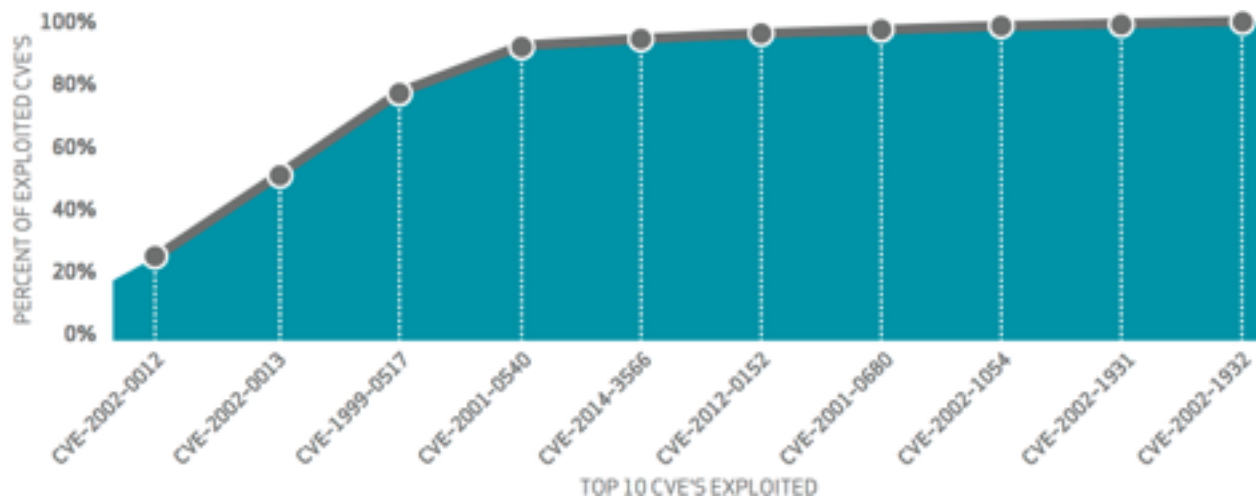
Marc Spitler

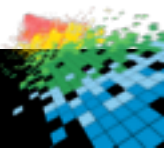
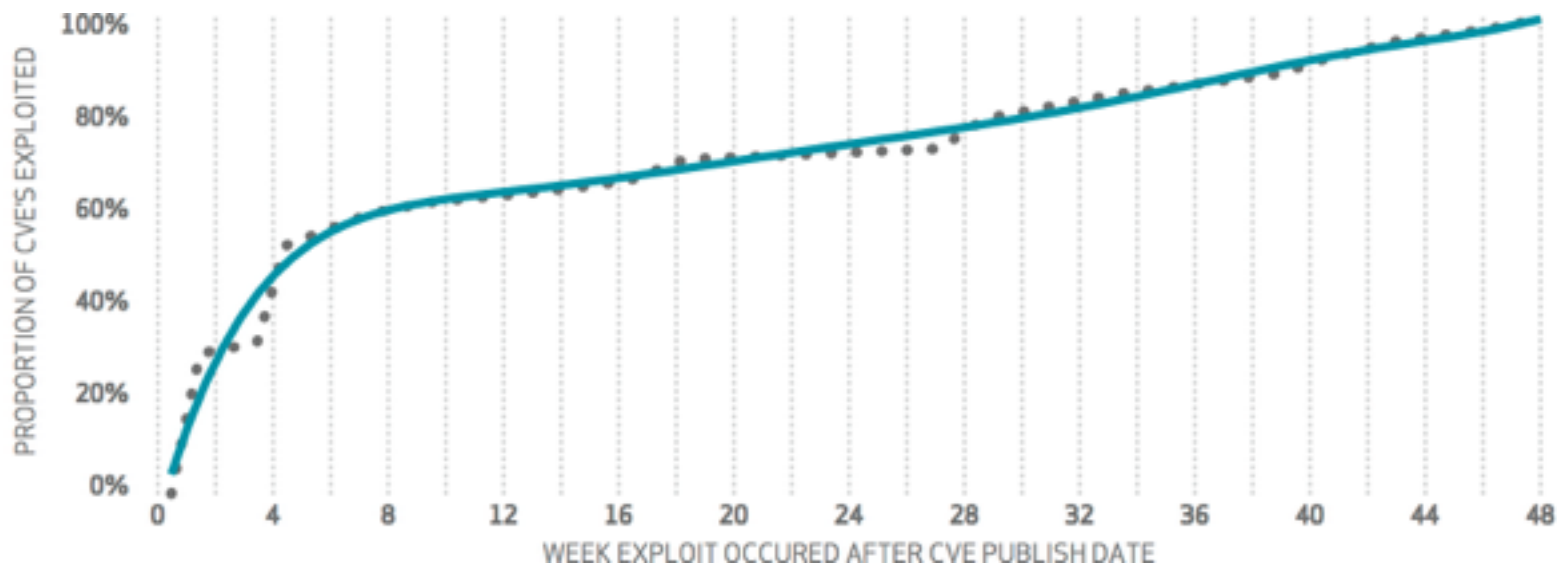


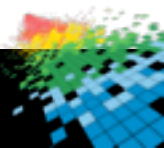


99.9%
OF THE EXPLOITED
VULNERABILITIES
WERE COMPROMISED
MORE THAN A YEAR
AFTER THE CVE
WAS PUBLISHED.









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Cost of a Data Breach

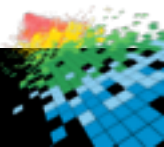
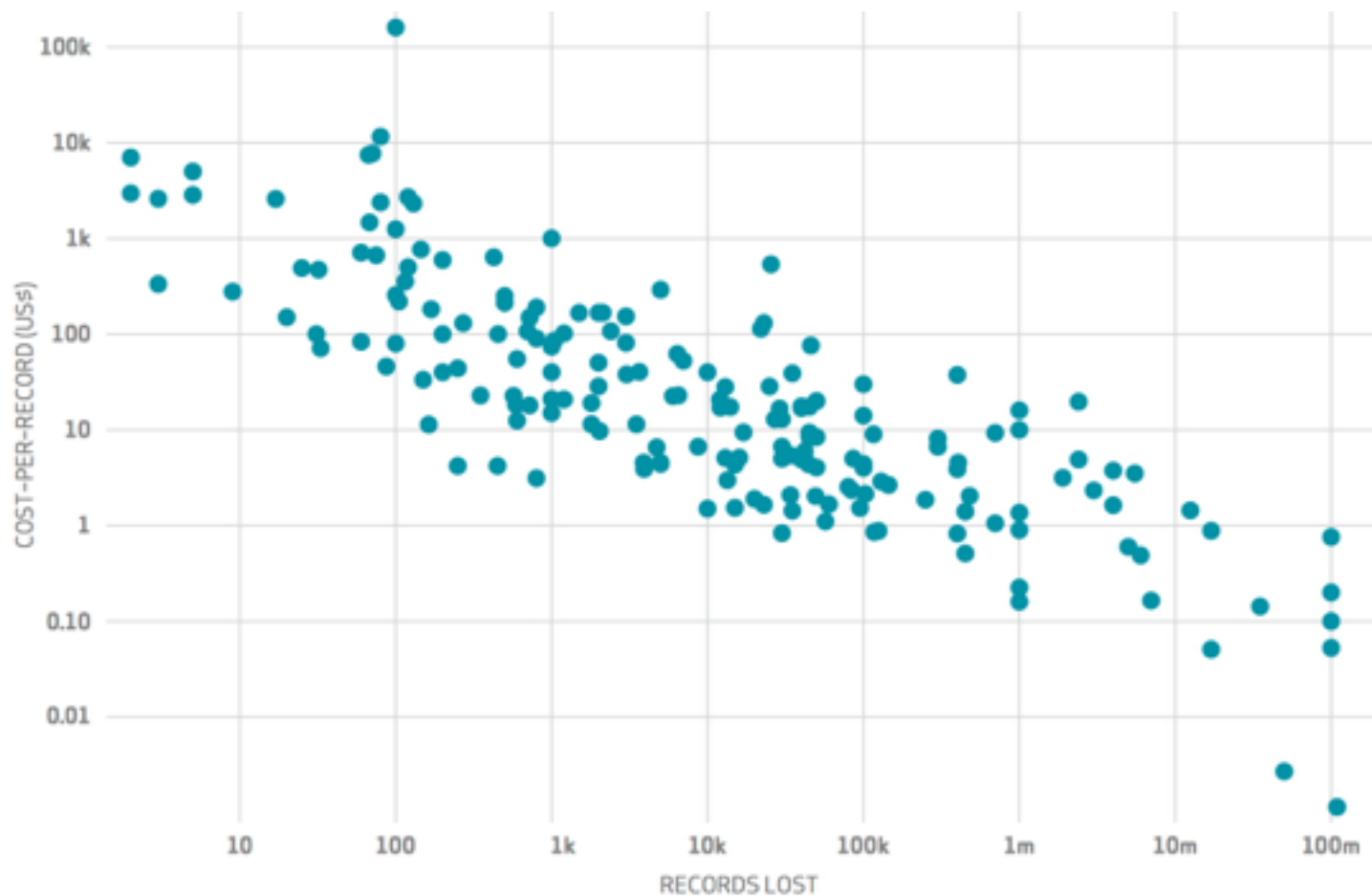
Jay Jacobs

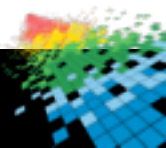
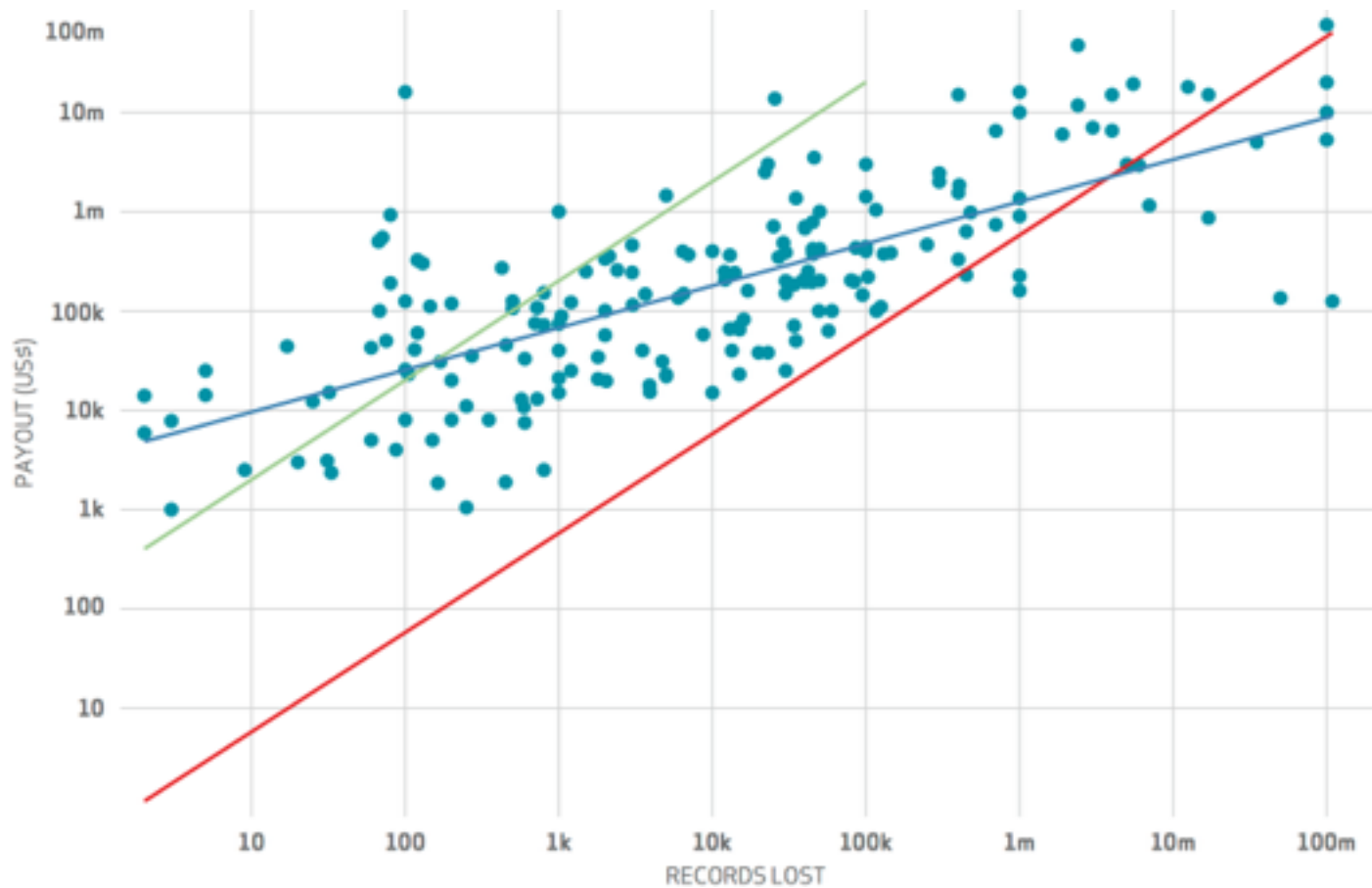
“Verizon’s stable of smarties”

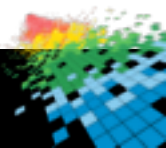
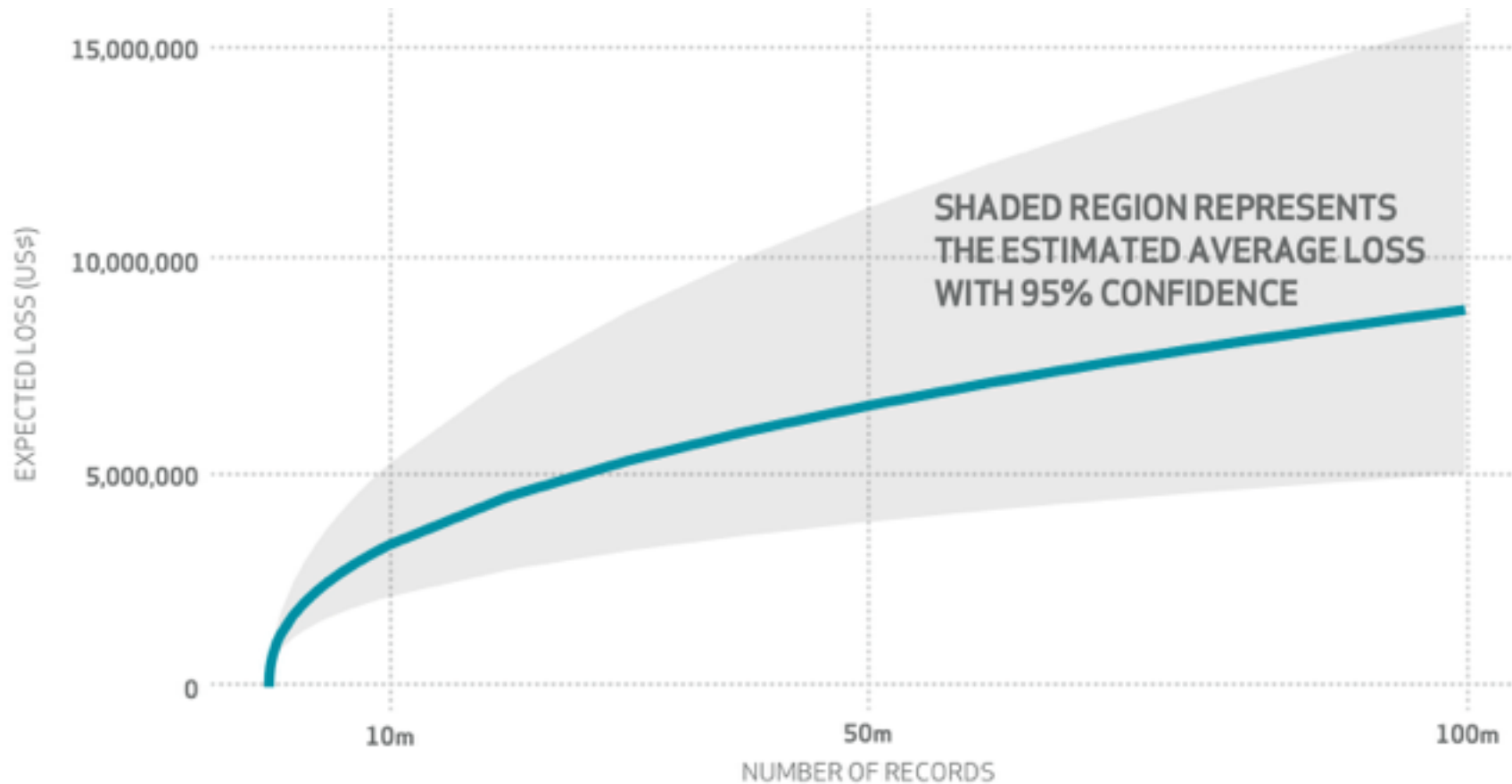




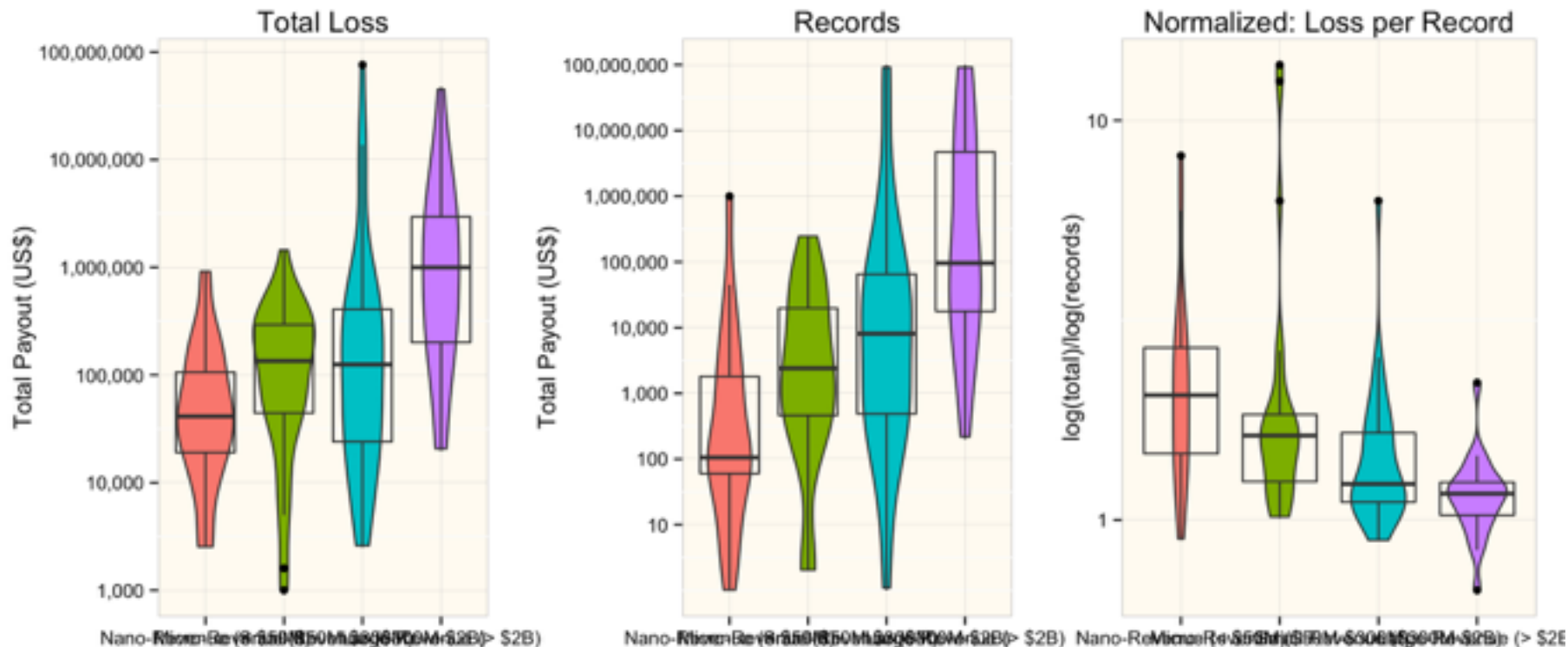
#RSAC
#DBIR



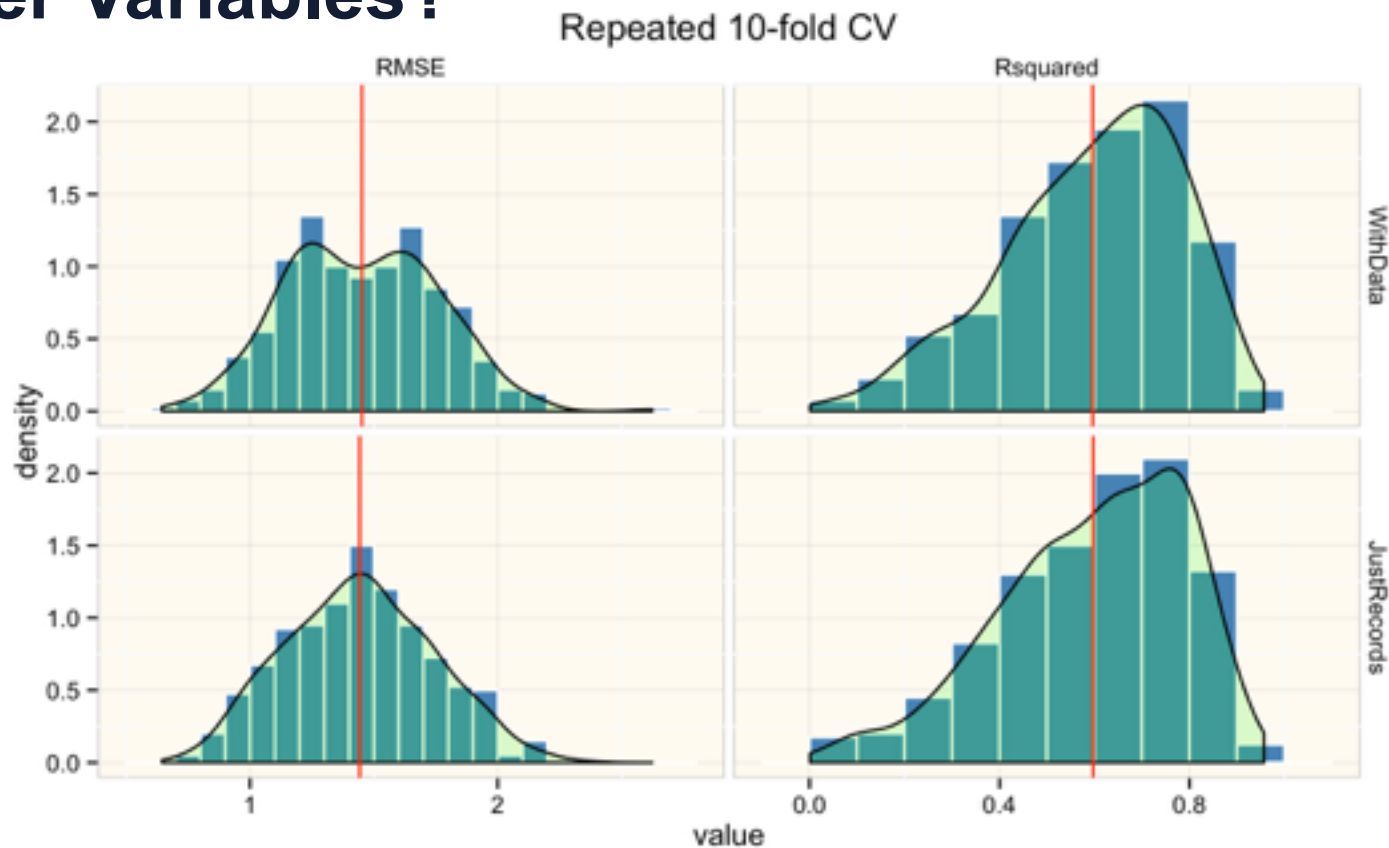


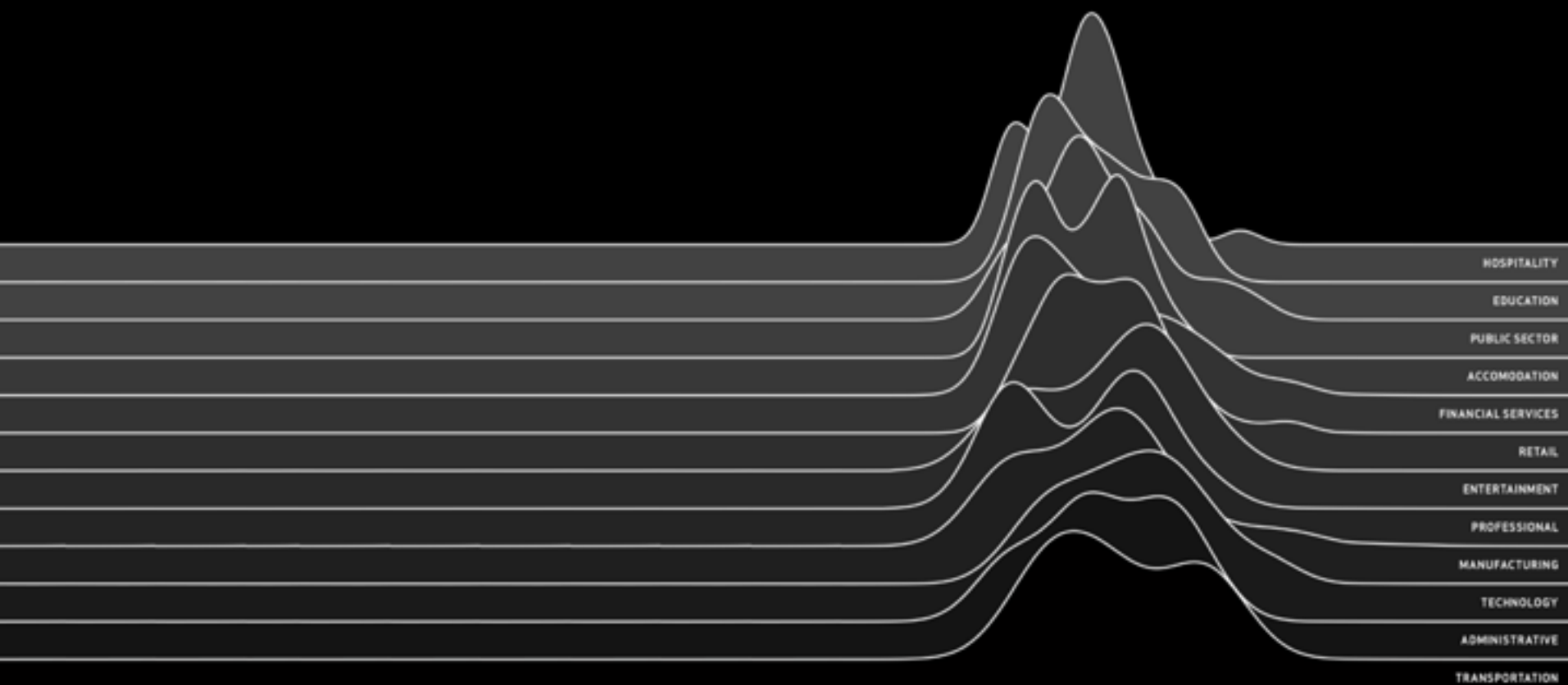


Other Variables?



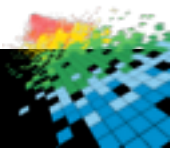
Other Variables?





As the records increase by 1%, the loss increases

RECORDS	PREDICTION (LOWER)	AVERAGE (LOWER)	EXPECTED	AVERAGE (UPPER)	PREDICTION (UPPER)
100	\$1,170	\$18,120	\$25,450	\$35,730	\$555,660
1,000	\$3,110	\$52,260	\$67,480	\$87,140	\$1,461,730
10,000	\$8,280	\$143,360	\$178,960	\$223,400	\$3,866,400
100,000	\$21,900	\$366,500	\$474,600	\$614,600	\$10,283,200
1,000,000	\$57,600	\$892,400	\$1,258,670	\$1,775,350	\$27,500,090
10,000,000	\$150,700	\$2,125,900	\$3,338,020	\$5,241,300	\$73,943,950
100,000,000	\$392,000	\$5,016,200	\$8,852,540	\$15,622,700	\$199,895,100



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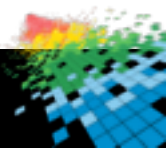
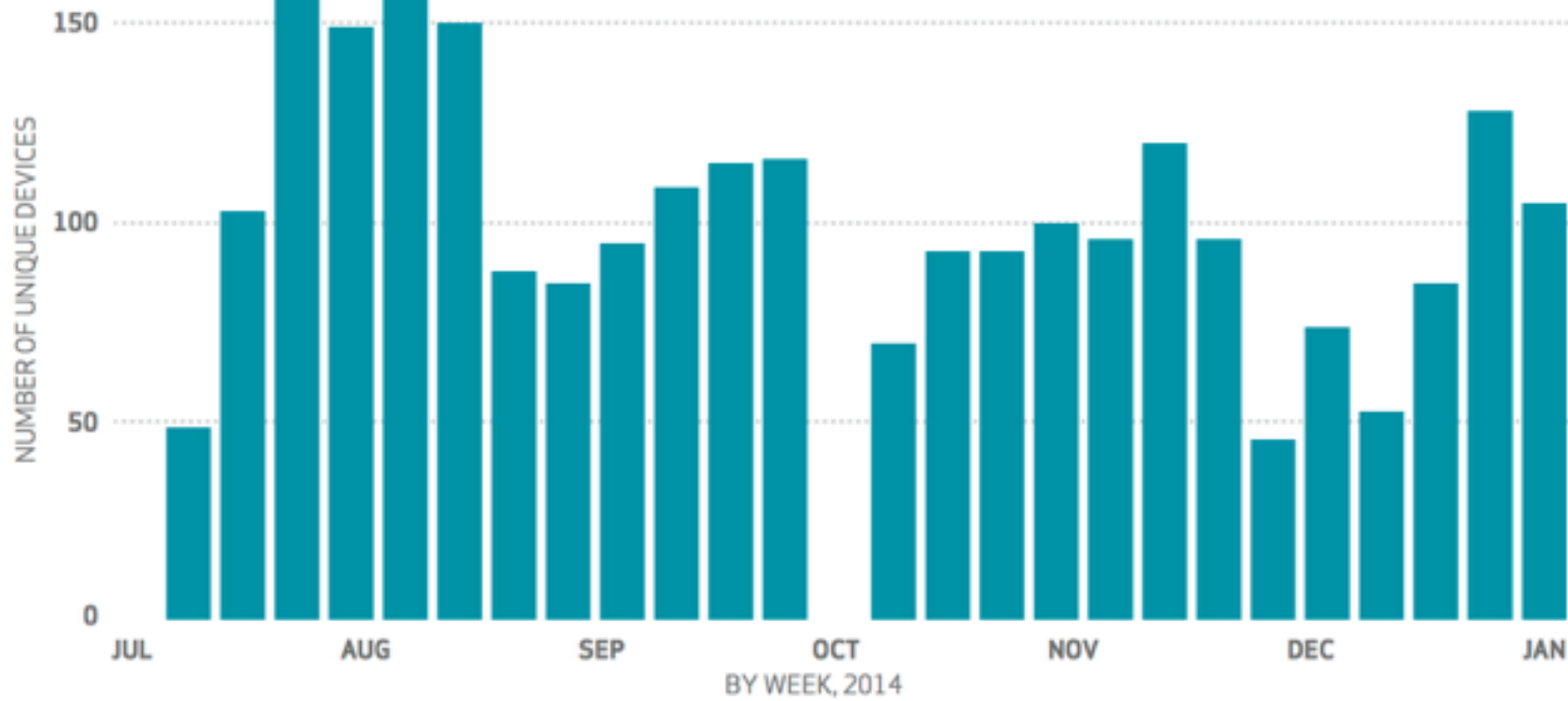
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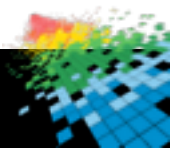
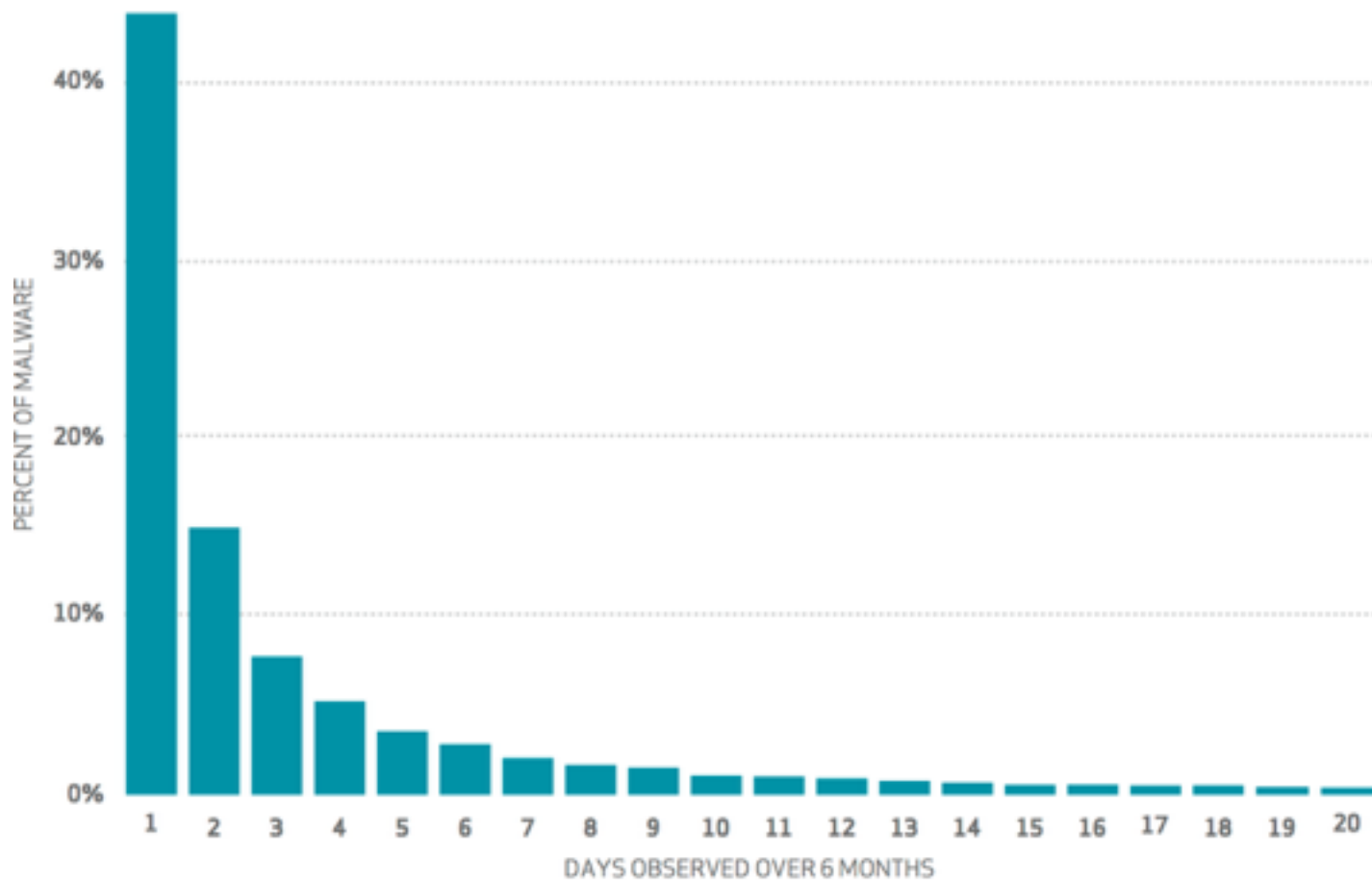
Mo' Mobile, No Mo' Problems

Bob Rudis

"The F.N.G."







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...and that casual tone!

Bob Rudis

“The F.N.G.”



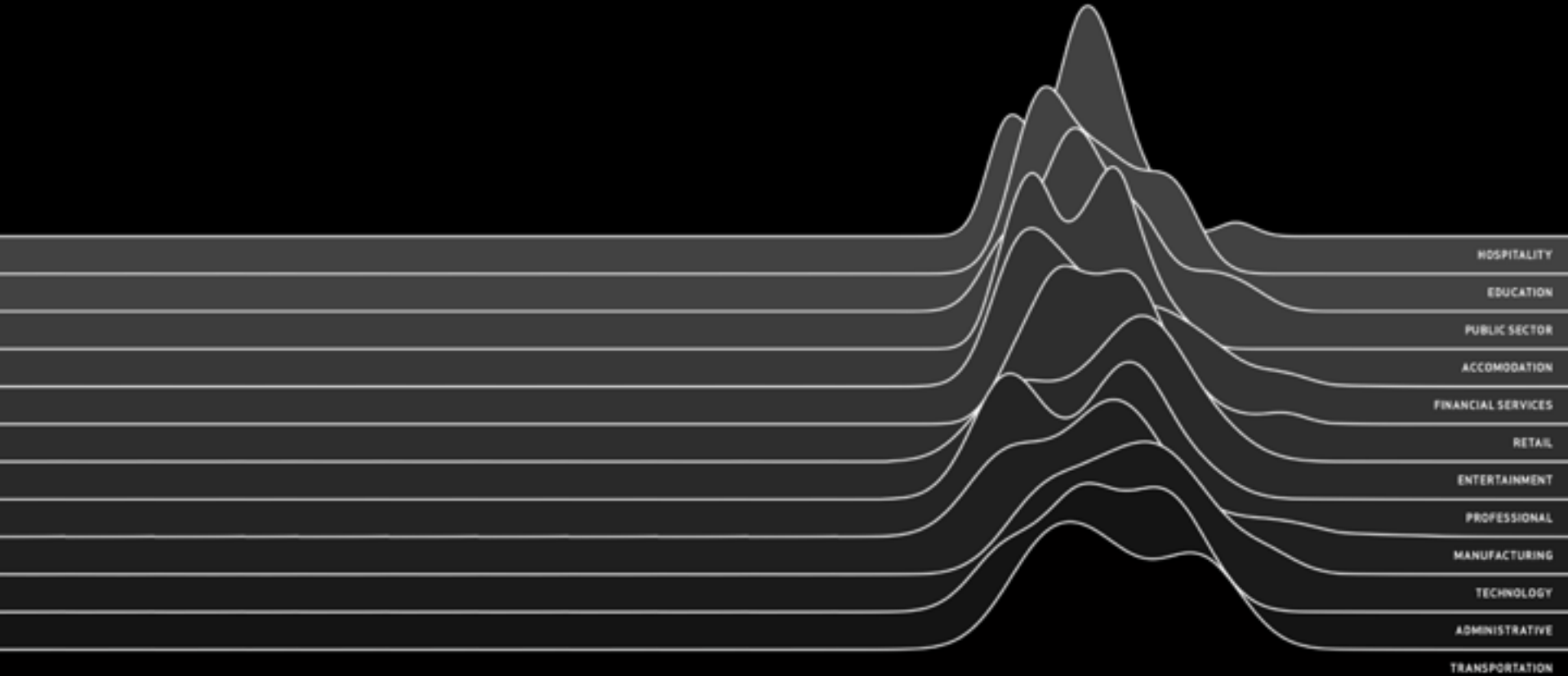


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<http://www.verizonenterprise.com/DBIR/>