

# Cost of a Data Breach Report 2020

Independently conducted by the Ponemon Institute and based on quantitative analysis of 524 recent breaches across 17 geographies and 17 industries, the annual Cost of a Data Breach Report offers exceptional insights and benchmarks to help organizations improve security posture and mitigate financial and brand damages.

## Report highlights

# \$3.86M

Global average cost of a data breach

- 1.5%  
decrease from 2019

#1  
Healthcare and U.S.  
costliest industry and country

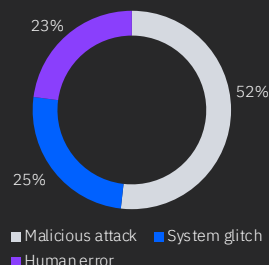
\$392 million

Average total cost of a  
breach of >50M records

\$150

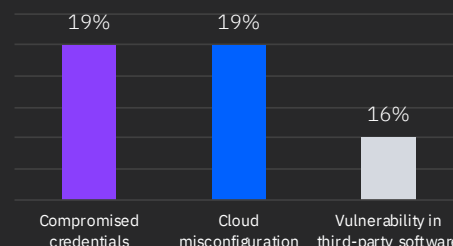
Cost per record for  
compromised customer PII

### Root causes of a data breach



### Top 3 initial attack vectors

(percentage of malicious attacks)



### Time to identify and contain

Global average: 280 days

207 days to identify

73 days to contain

\$2 million ↓

Average cost savings with incident response teams and IR testing vs. no IR teams or testing

## Key Findings

- Security automation effectiveness grew — **\$3.58 million savings with security automation fully deployed** vs. no security automation
- Incident response preparedness has major impact — **\$2 million lower cost with Incident Response (IR) teams and IR plan testing** vs. no IR team or testing
- Customer Personal Identifiable Information (PII) drove **costs higher** — **80%** of breaches contained customer PII
- Security system complexity increased costs — **#1 cost increasing factor** out of 25 studied
- COVID-19 expected to impact breach response — **76% said remote work** would increase time to identify and contain a breach
- Mega breaches cost mega millions — **12x-100x cost multiplier of mega breach costs** vs. the average data breach

## Key IBM Security Solutions

- [IRIS Vision Retainer](#) to improve incident response preparedness and minimize the impact of breaches
- [Cloud Pak for Security](#) to simplify and integrate existing security teams and tools
- [Guardium Data Encryption](#) to protect your data stored in files, databases, and applications
- [QRadar](#) SIEM platform to address threats through integrated visibility, detection, investigation, and response

## Where to find more information

- [Download the full report and calculator here](#)
- [Register for the Cost of a Data Breach webinar](#)
- If you are experiencing a cybersecurity incident, contact the X-Force IRIS US hotline 1-888-241-9812; Global hotline (+001) 312-212-8034. Visit the [web page](#) to learn more.