

SESSION ID: BR-T09

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



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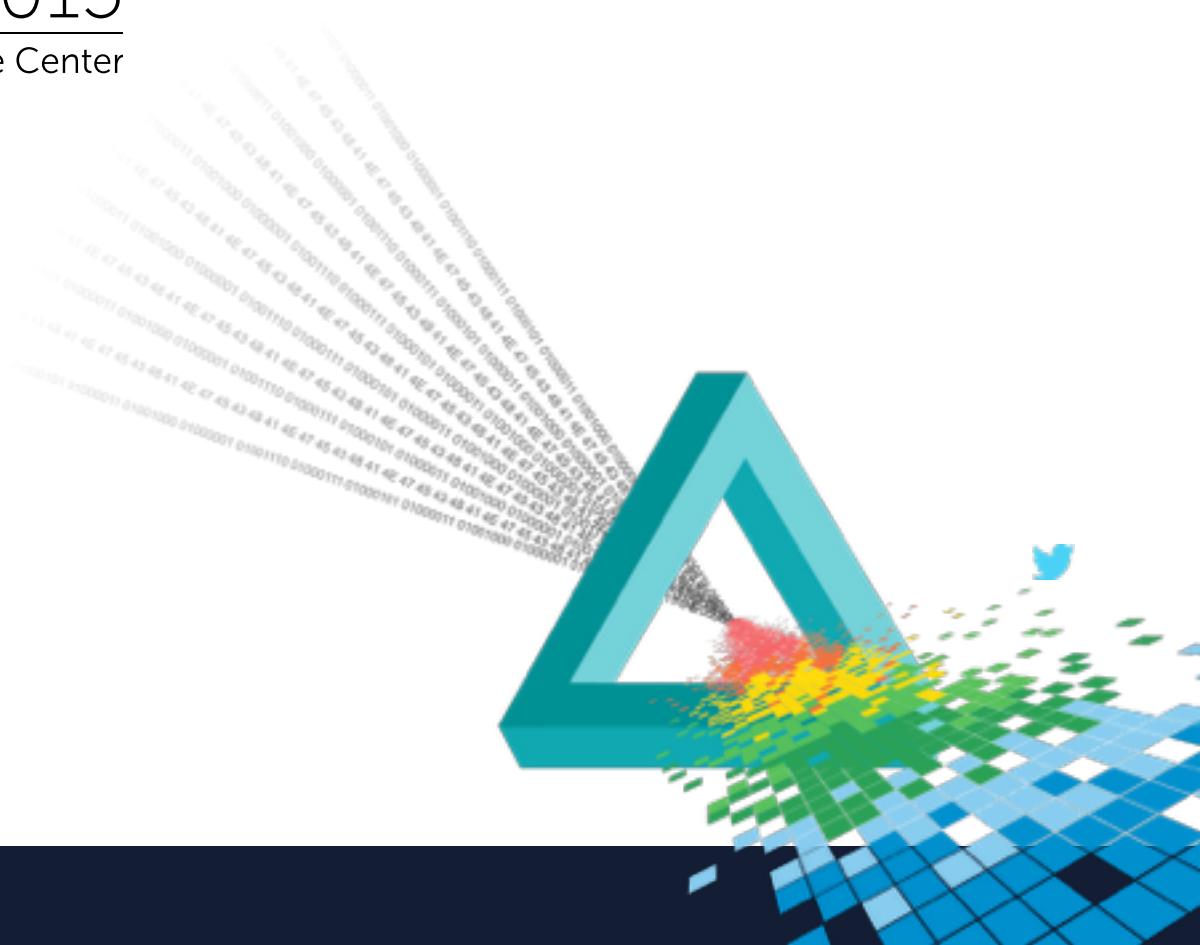
Security Data Scientist
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@hrbrmstr

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Introduction Wade Baker

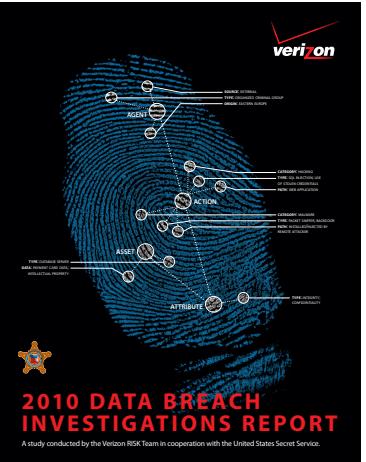
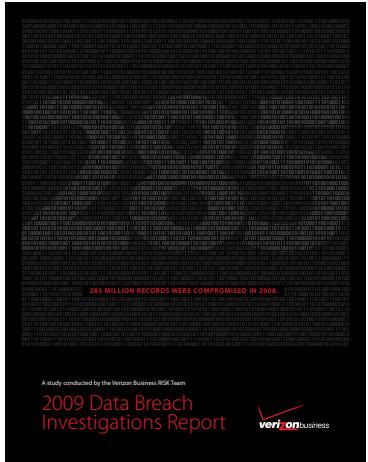
“Godfather of the DBIR”



A Study CONDUCTED BY THE VERIZON BUSINESS RISK TEAM

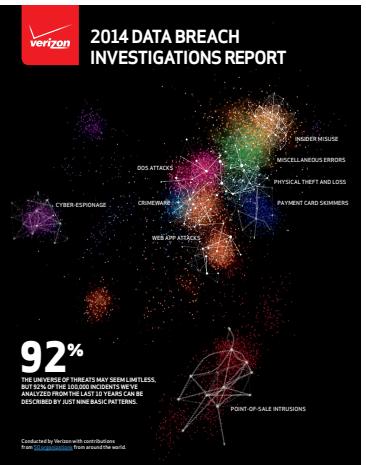
2008 DATA BREACH INVESTIGATIONS REPORT

Four Years of Forensic Research. More than 500 Cases.
One Comprehensive Report



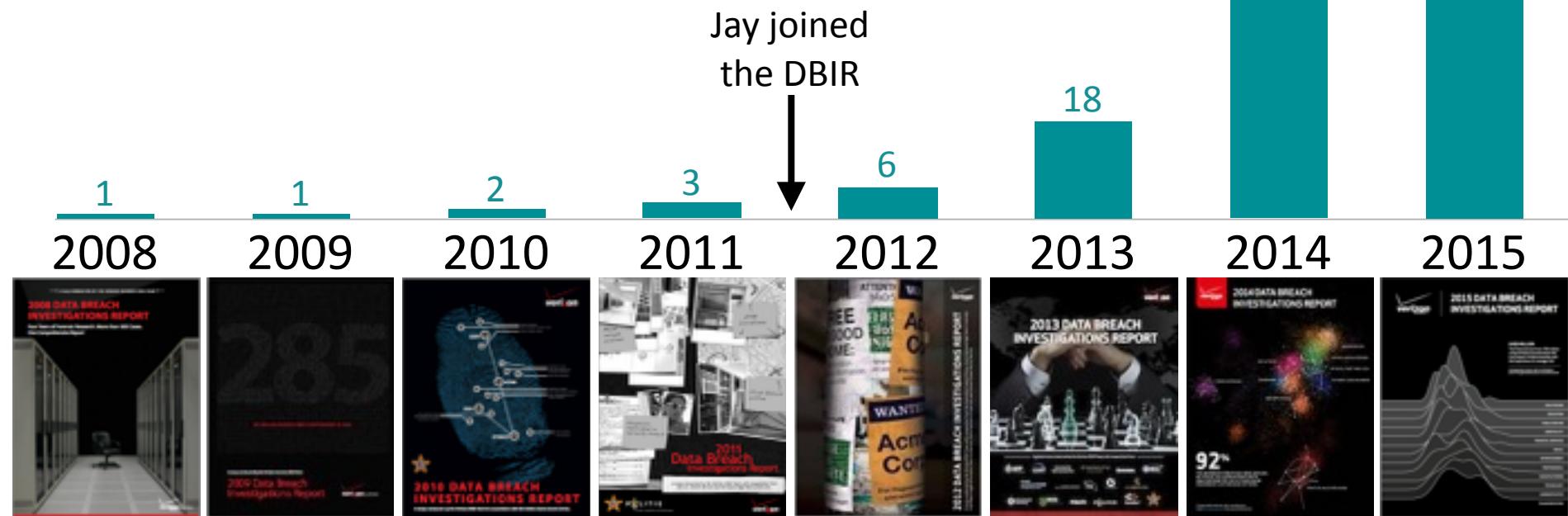
2011 Data Breach Investigations Report

A study conducted by the Verizon RISK Team with cooperation from the U.S. Secret Service and the Dutch High Tech Crime Unit.



8 years...

Growth through Collaboration...



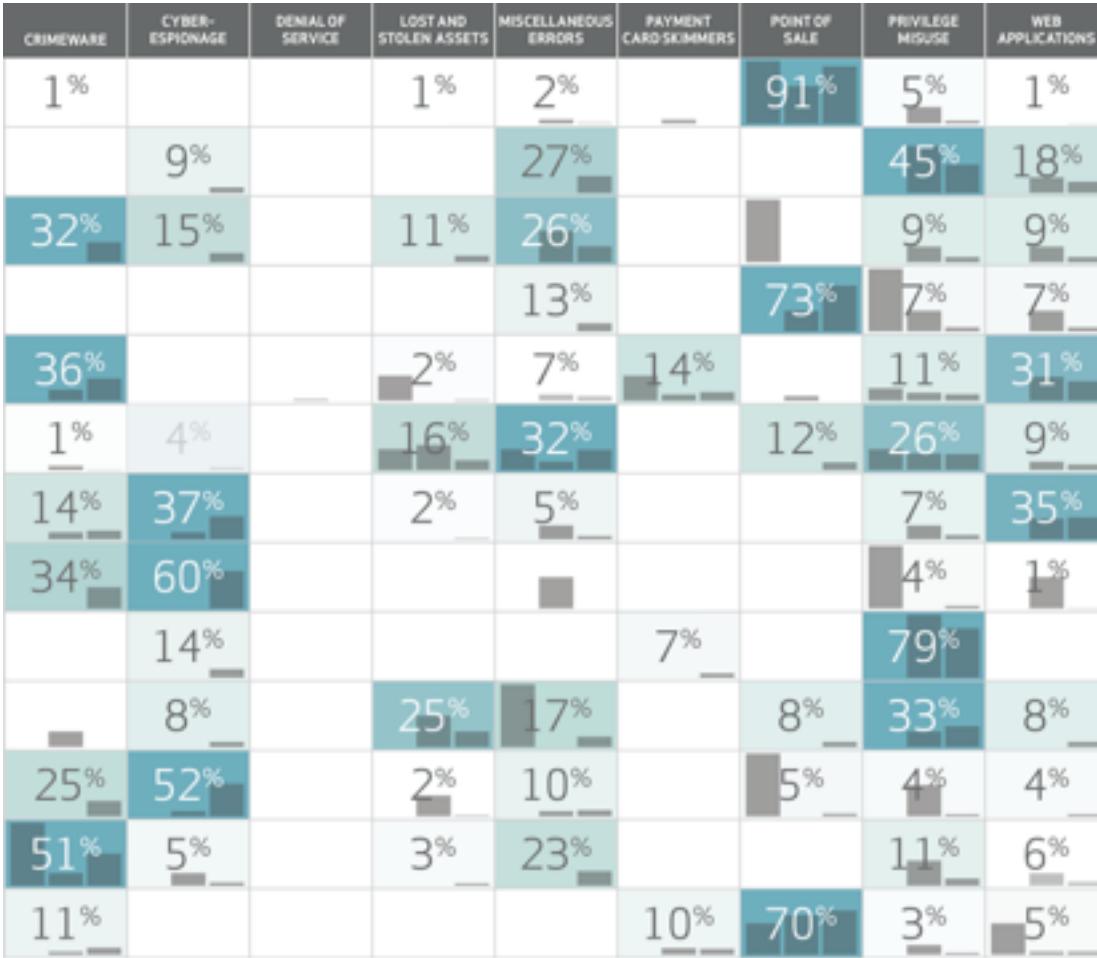
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Industry Patterns Wade Baker

“Godfather of the DBIR”





ACCOMMODATION
ADMINISTRATIVE
EDUCATIONAL
ENTERTAINMENT
FINANCIAL SERVICES
HEALTHCARE
INFORMATION
MANUFACTURING
MINING
OTHER SERVICES
PROFESSIONAL
PUBLIC
RETAIL

486

211

213

483

928

336

481

335

926

338

325

221

541

315

339

531

441

722
445721
446447
444

522

524

485

491

324

311

521

621
812

519

518
511

448

512

811

517

814

449

443

442

441

- Accommodation
- Administrative
- Educational
- Entertainment
- Financial Services
- Healthcare
- Information
- Management
- Manufacturing
- Mining
- Other Services
- Professional
- Public
- Real Estate
- Retail
- Trade
- Transportation
- Utilities

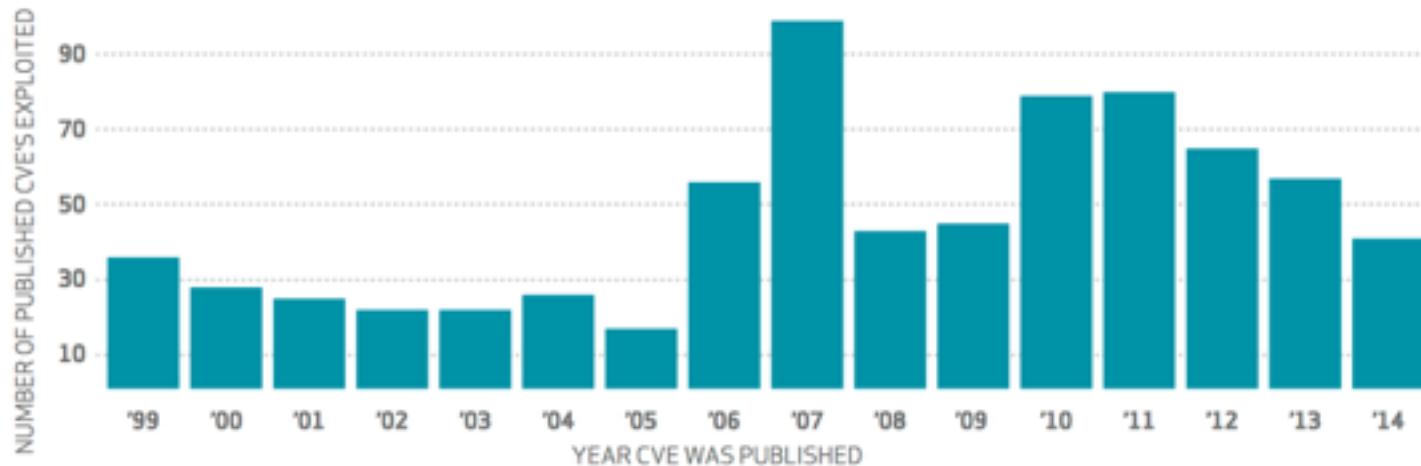
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Exploited Vulnerabilities

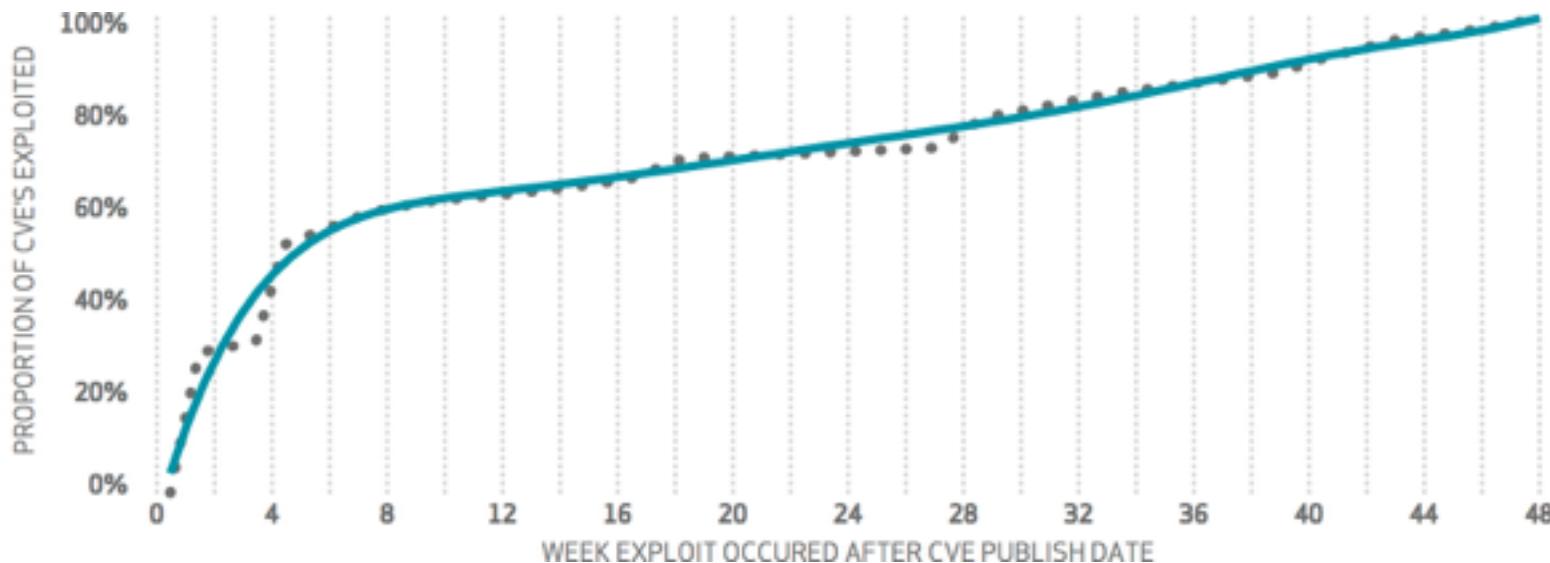
Marc Spitler





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





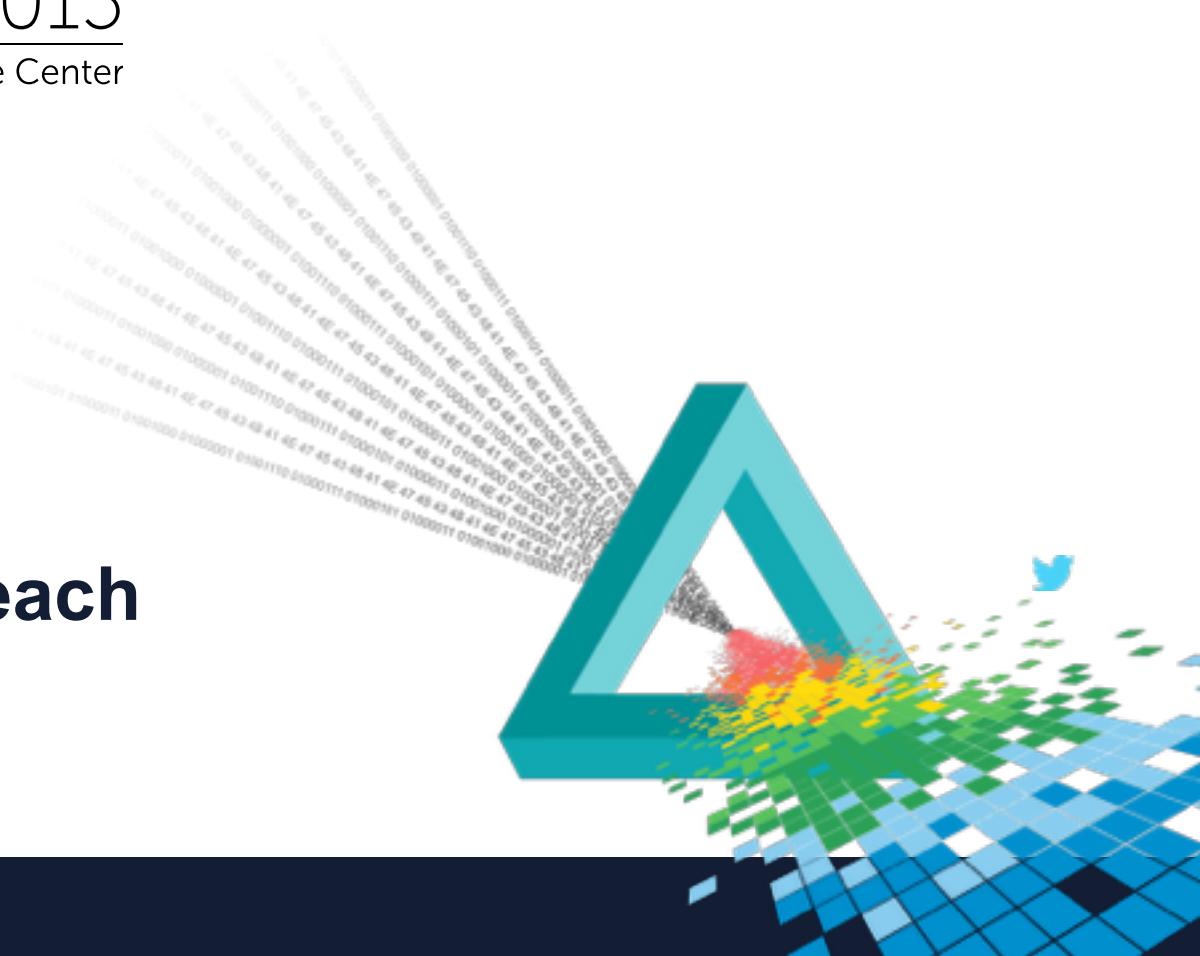


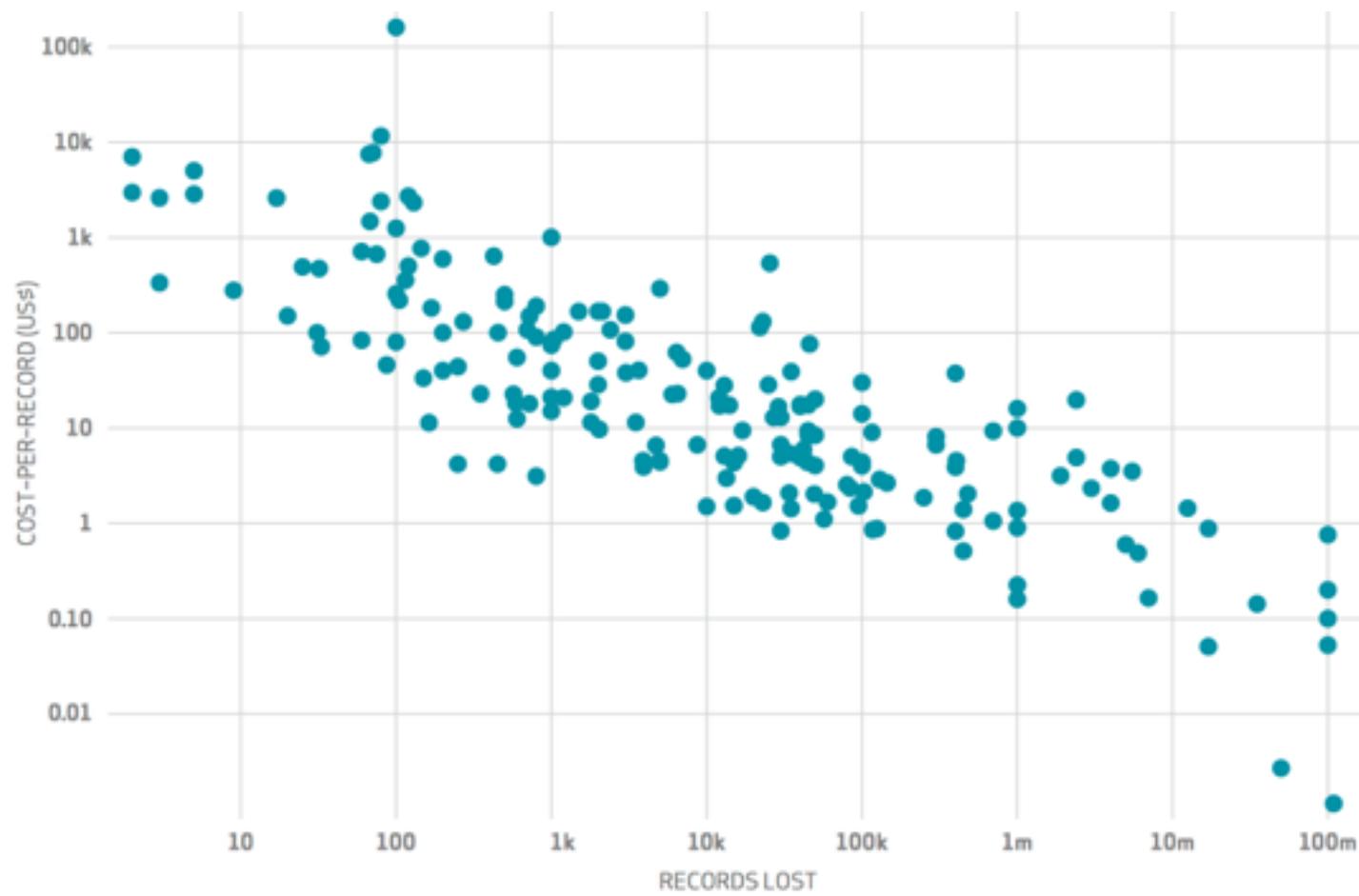
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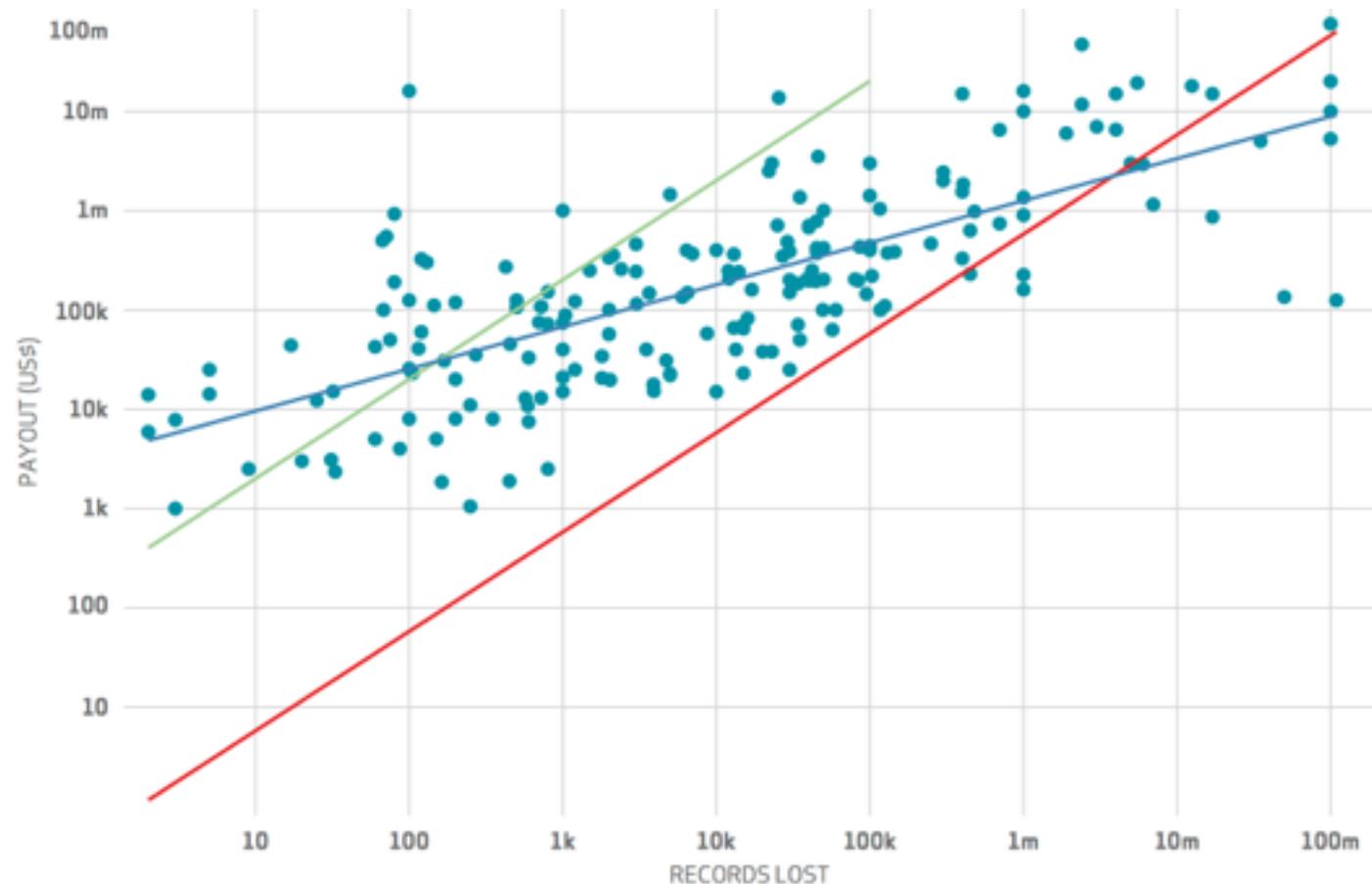
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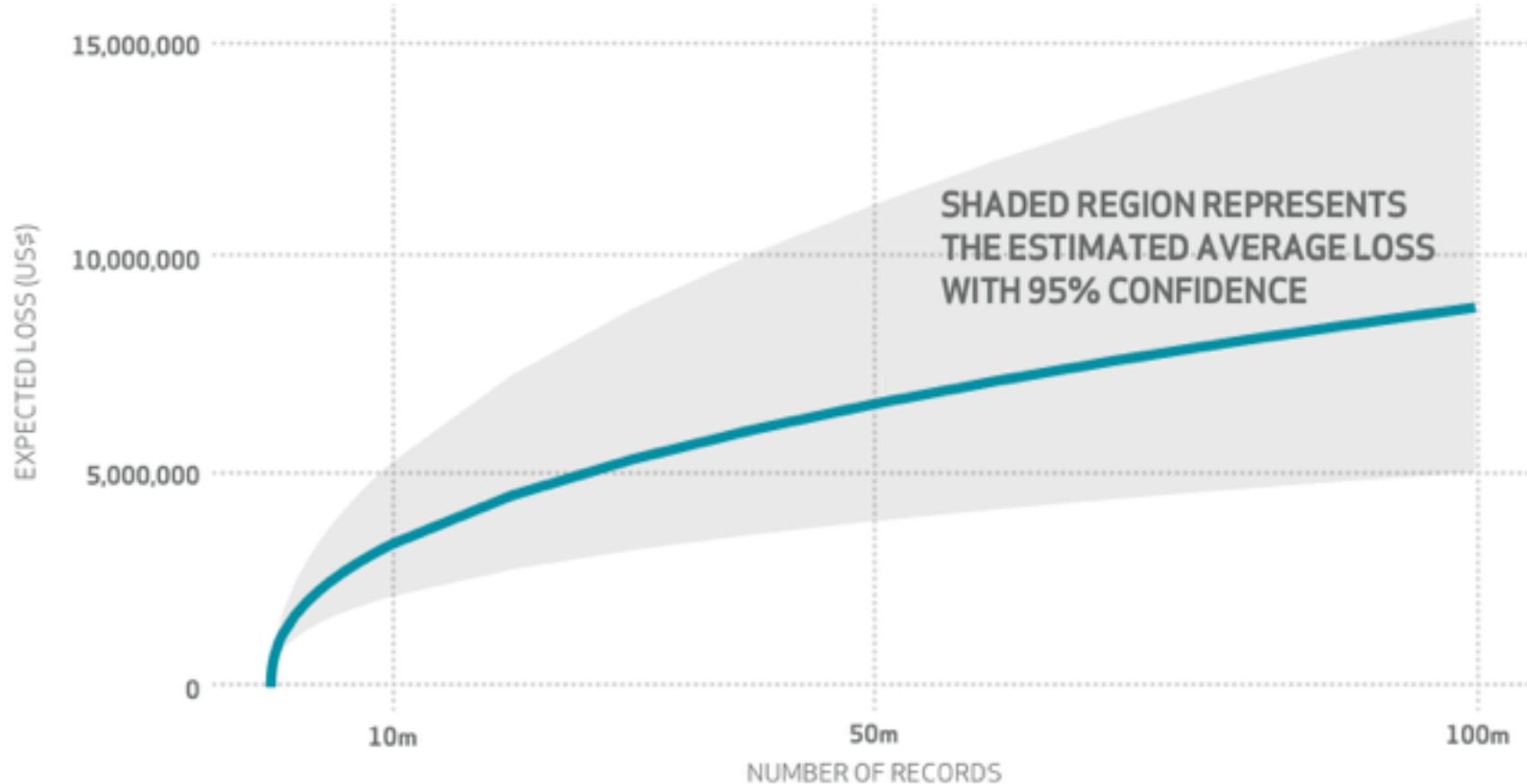
Cost of a Data Breach Jay Jacobs

“Verizon’s stable of smarties”

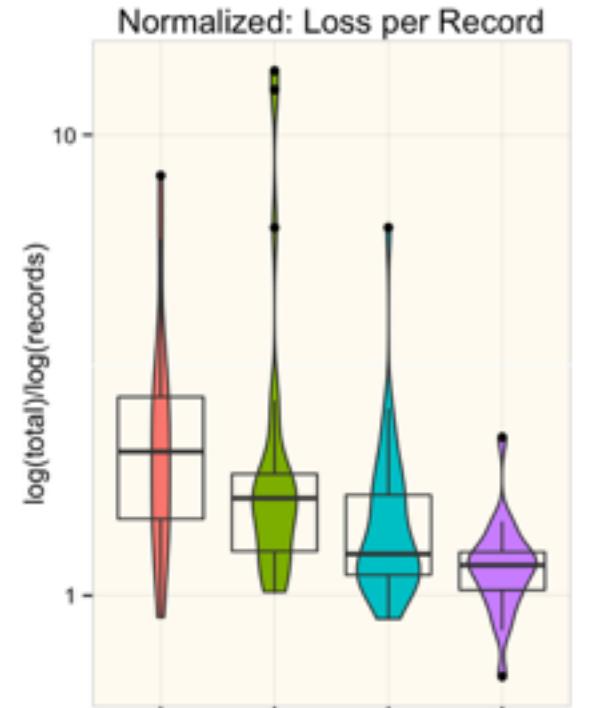
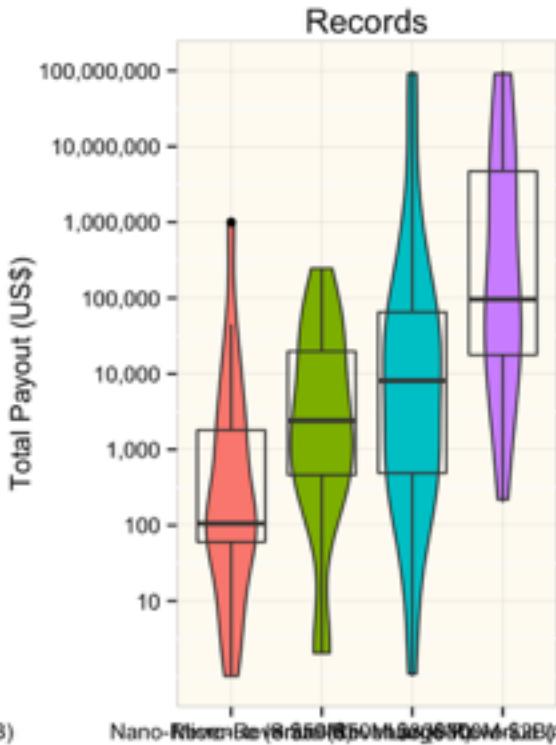
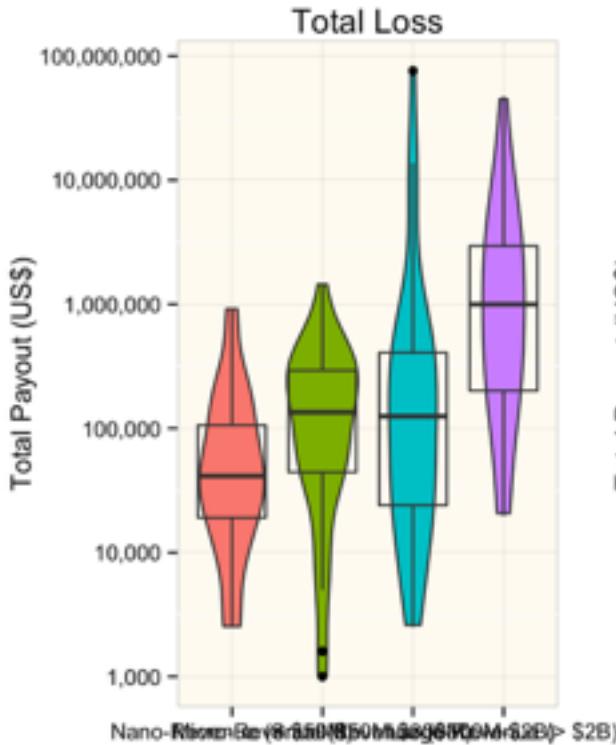






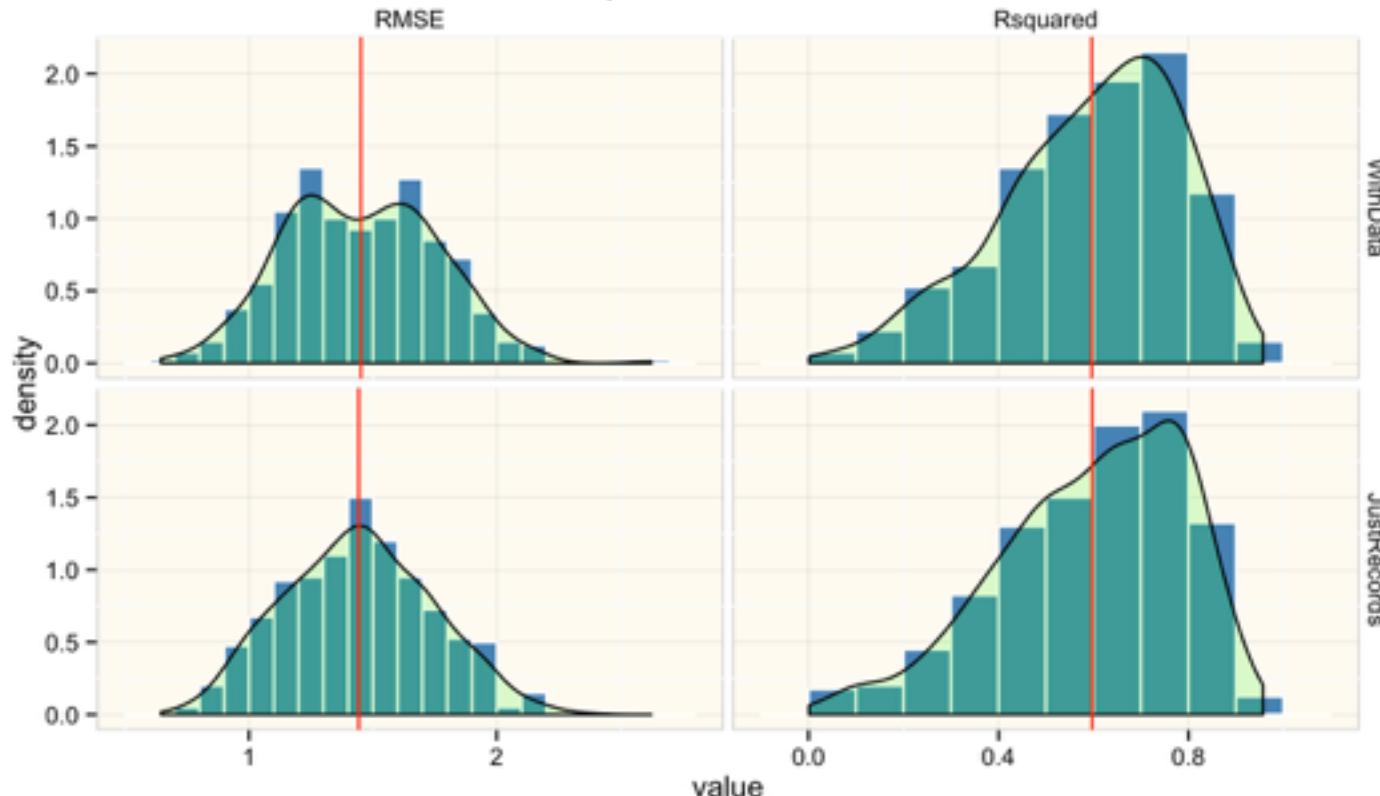


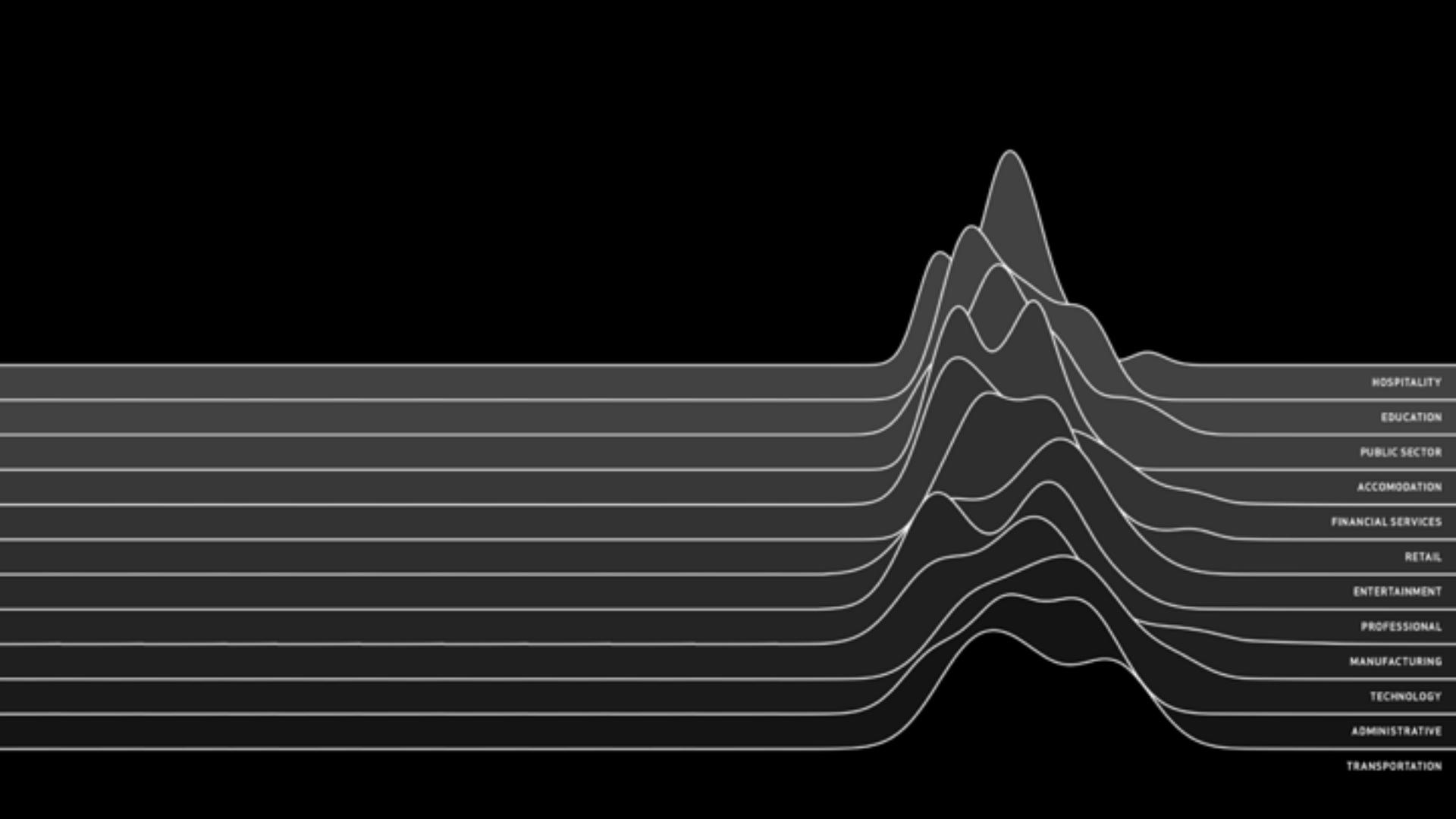
Other Variables?



Other Variables?

Repeated 10-fold CV





HOSPITALITY

EDUCATION

PUBLIC SECTOR

ACCOMMODATION

FINANCIAL SERVICES

RETAIL

ENTERTAINMENT

PROFESSIONAL

MANUFACTURING

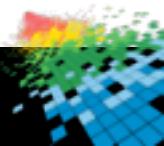
TECHNOLOGY

ADMINISTRATIVE

TRANSPORTATION

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



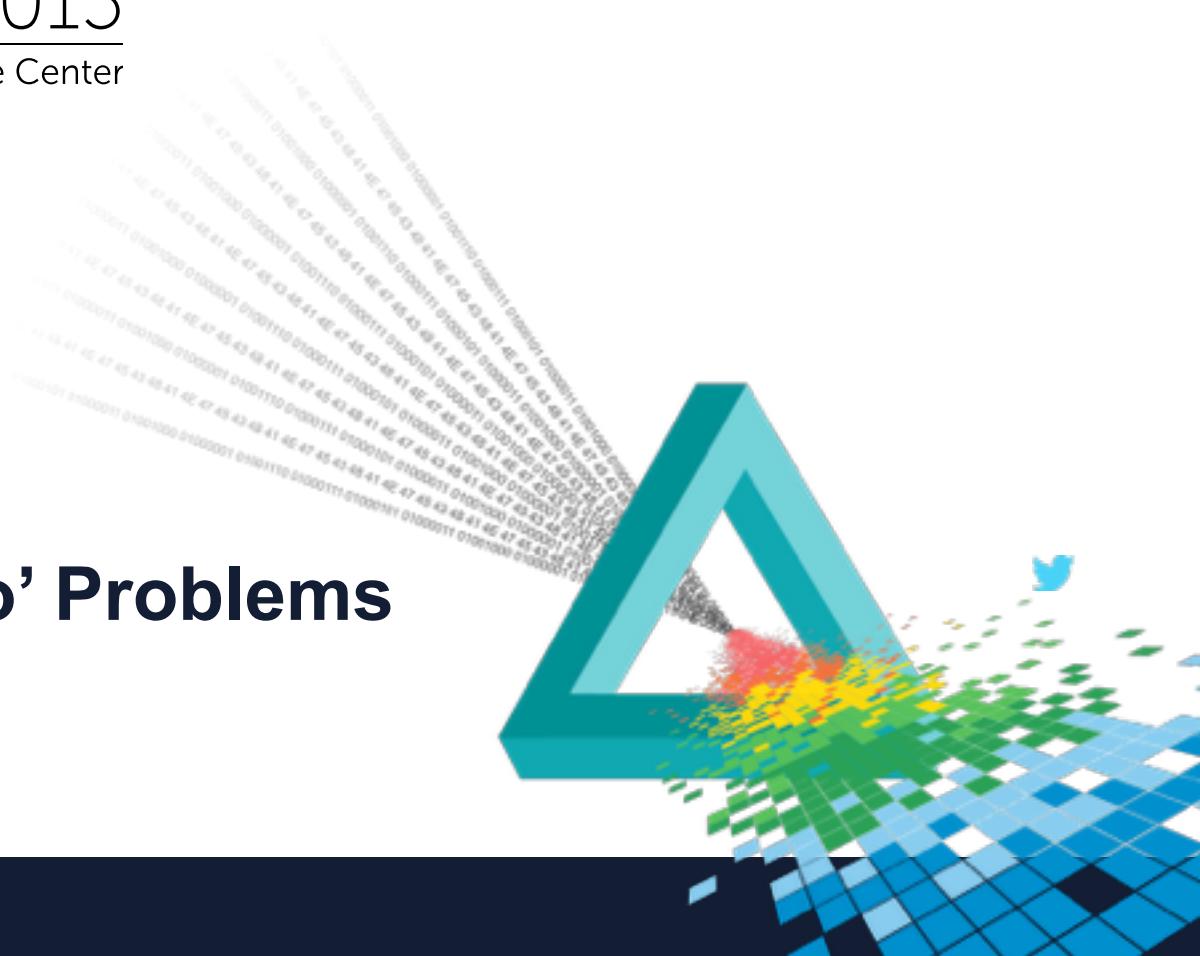
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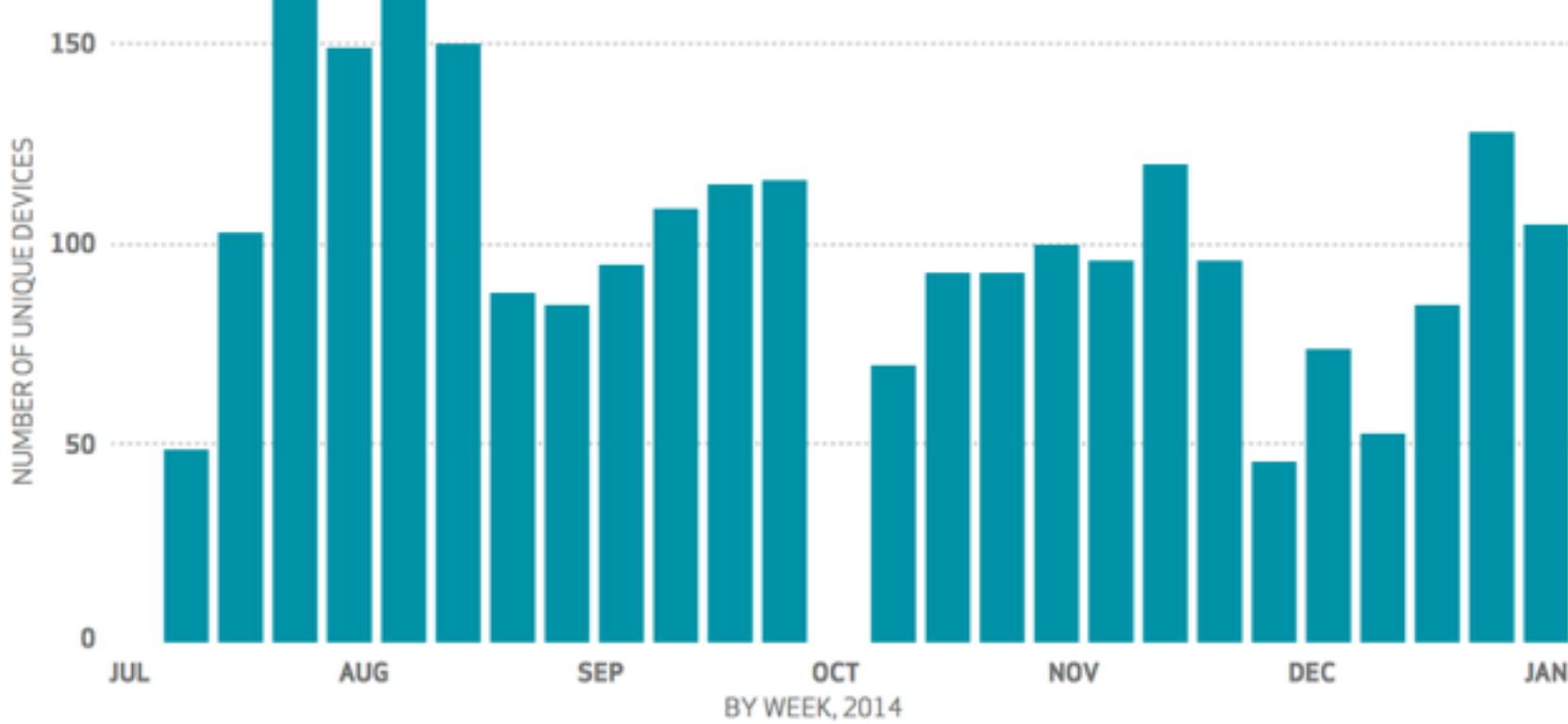
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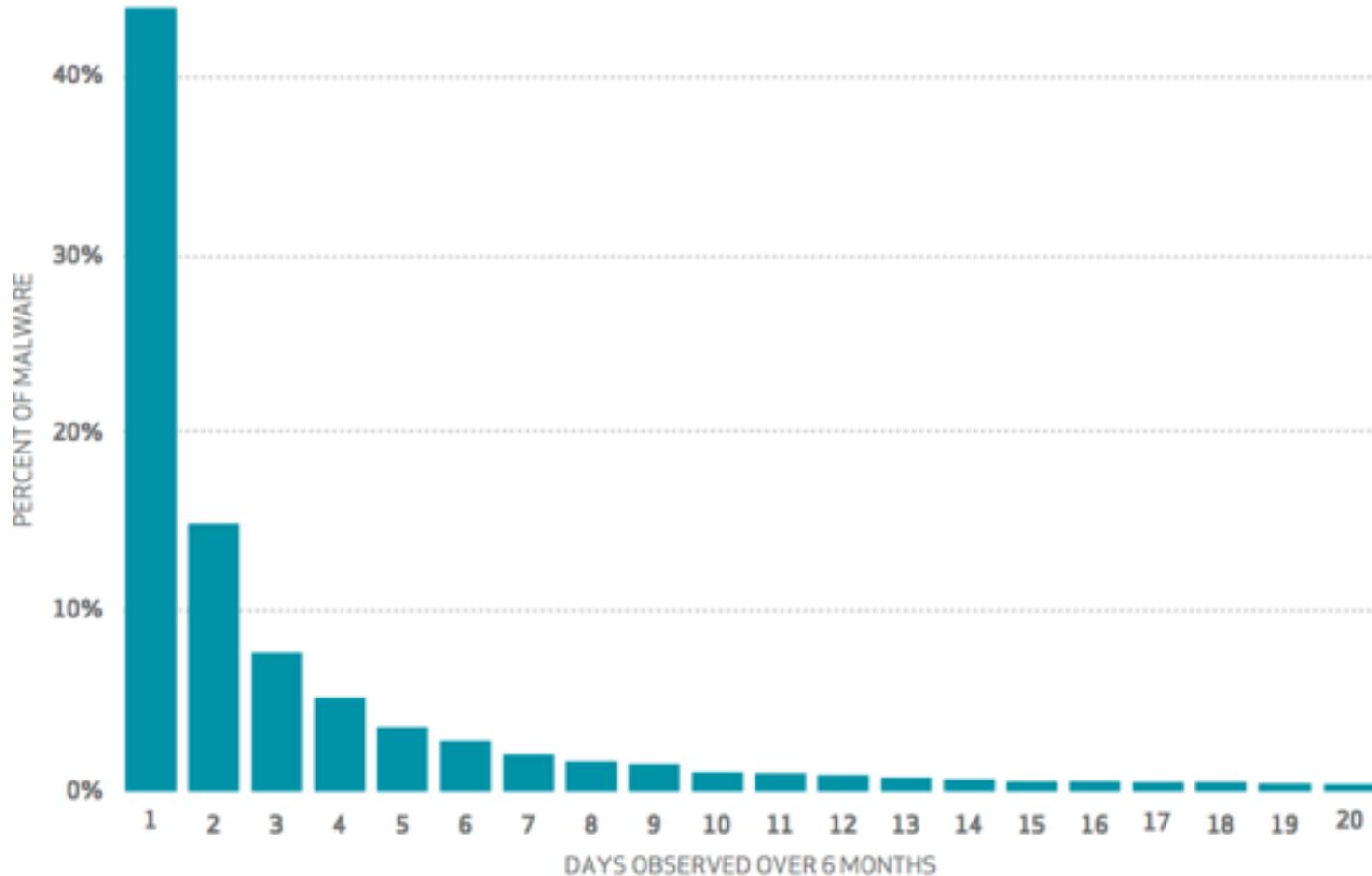
Mo' Mobile, No Mo' Problems

Bob Rudis

“The F.N.G.”







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...and that casual tone!

Bob Rudis

“The F.N.G.”





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