

# The Growing Cost of Cyber Crime!

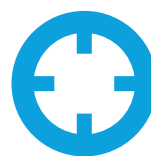
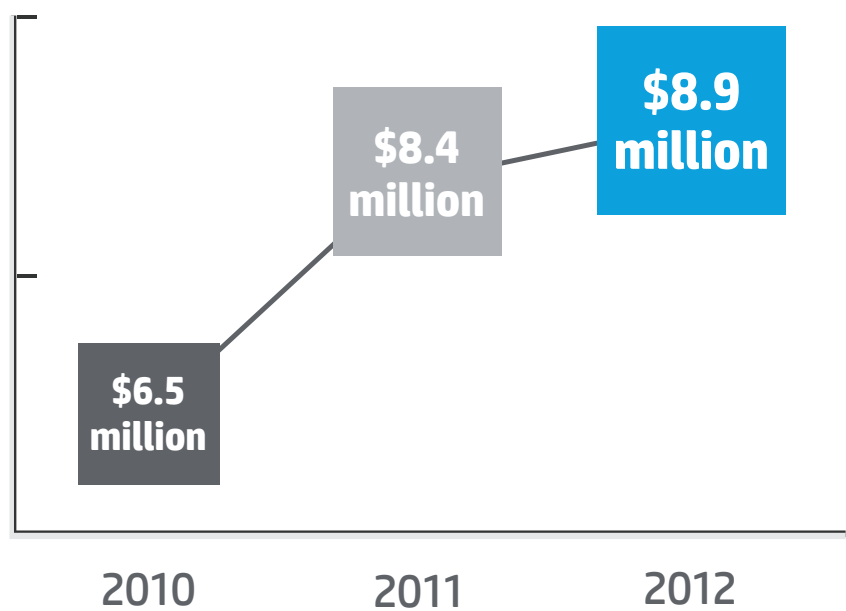
Despite widespread awareness of the impact of cyber crime, cyber attacks continue to occur more frequently and result in serious financial consequences. The HP Ponemon 2012 Cost of Cyber Crime Study revealed that cyber attacks have more than doubled and the financial impact has increased by nearly 40 percent in a three year period. At HP, we believe a better understanding of the cost of cyber crime can assist organizations in taking proactive measures to identify, combat and mitigate the potentially devastating consequences of an attack.

HP is changing the enterprise security landscape with advanced security solutions that uniquely leverage leading threat research and powerful correlation of security events and vulnerabilities to deliver security intelligence spanning IT operations, applications and infrastructure.



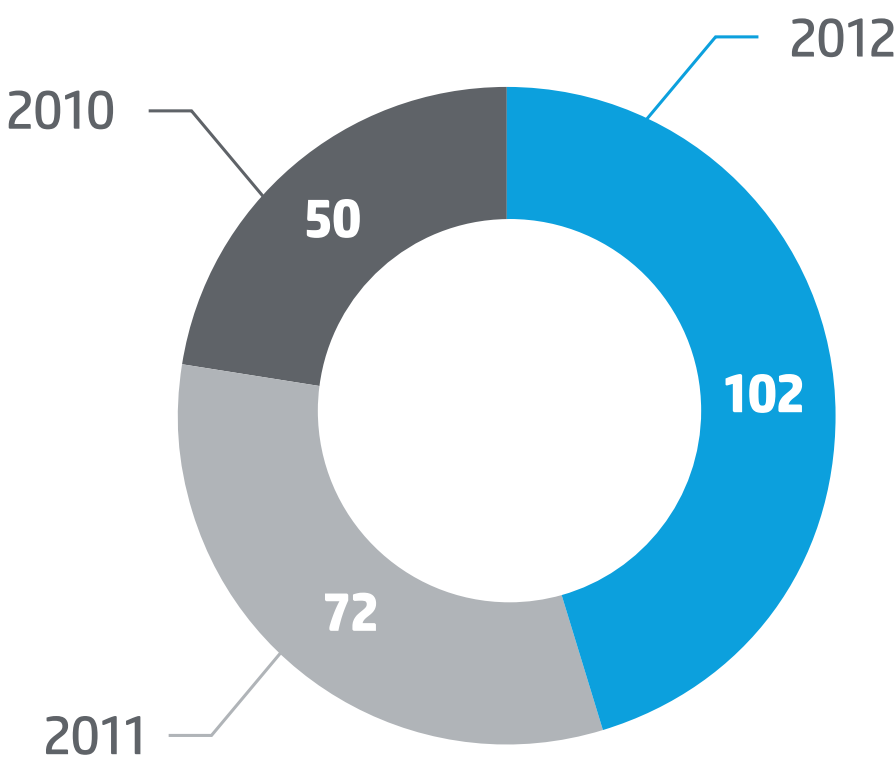
## Costs

**Cost per year for organisations**



## Attacks

**Successful attacks per week**



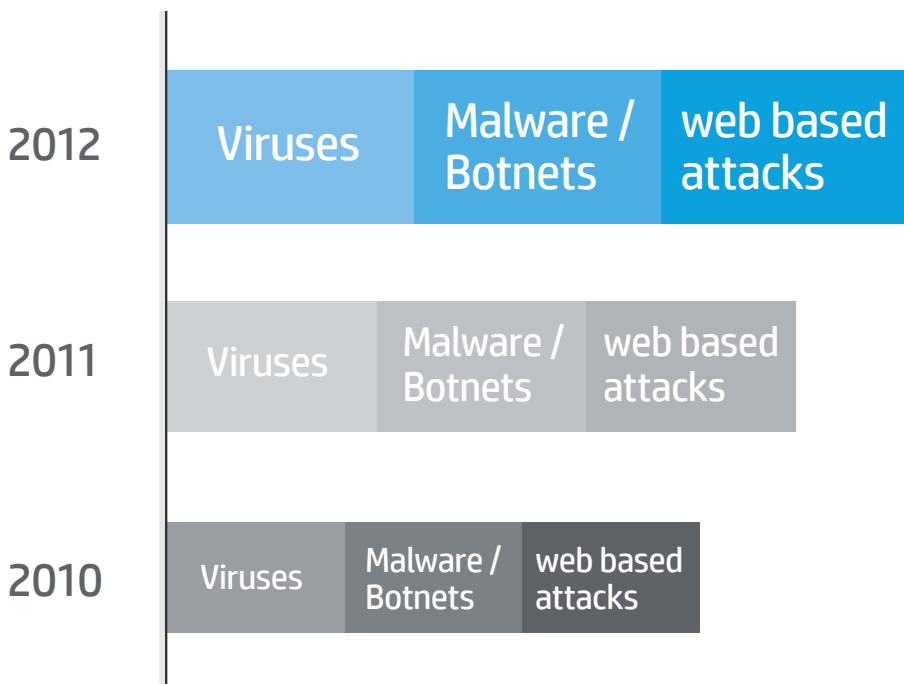
## Time

**Average time to resolve an attack**



## Malware

**Most common forms of attack**



### HP | Ponemon Study

This is the third annual Cost of Cyber Crime Study by the Ponemon Research Institute, sponsored by HP Enterprise Security. This year's study is based on a representative sample of 56 organisations in various industry sectors of US companies, many of which are multinational corporations with 1000 enterprise seats or more. For the first time, Ponemon Institute conducted cyber crime cost studies for companies in the United Kingdom, Germany, Australia and Japan.

