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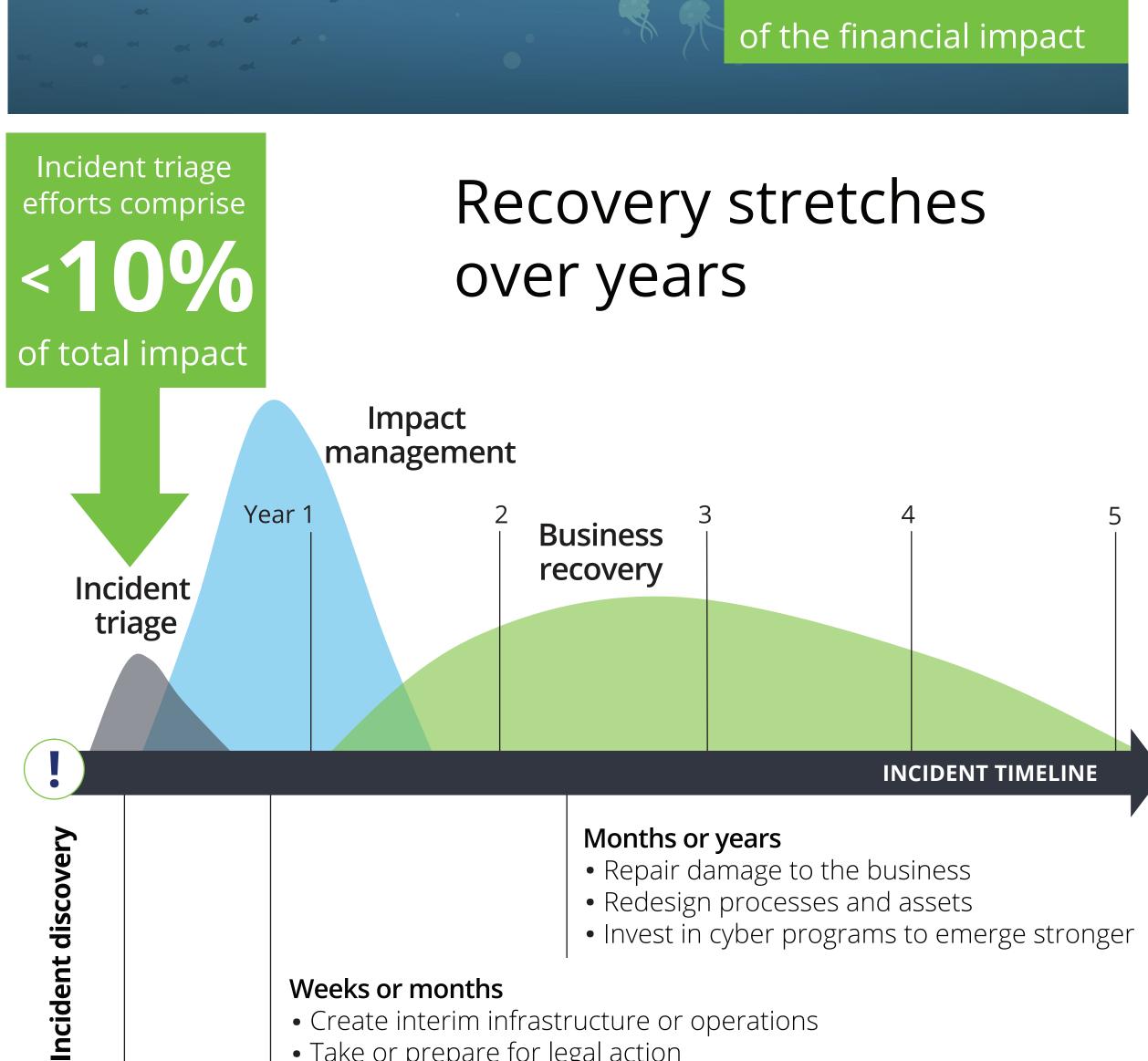
Beneath the surface of a cyberattack

A deeper look at business impacts

Publicly disclosed information about data breaches only provides a partial view of how cyberattacks can impact an organization's performance. To take a deeper look, Deloitte analyzed the financial consequences of two hypothetical cyberattack scenarios.

For more details on this topic visit us at www.deloitte.com/cyber.





- Take or prepare for legal action
- Address regulatory and audit issues
- Manage client, partner, and other relationships

Days or weeks

- Stop compromises in progress
- Remediate security controls
- Communicate with customers, partners, and other external parties
- Address disruption and business continuity issues

Difficulty quantifying intangible factors can mask the true extent of the impact

Intangible damages account for over 40% of the total impact

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