



# RISK MONETIZATION

## ASSESS THE POTENTIAL FINANCIAL IMPACT OF A DATA BREACH OR RANSOMWARE ATTACK

CYRISMA's Risk Monetization feature gives you an estimate of the financial impact of a potential data breach or ransomware attack based on the value of your data and infrastructure assets, and a per record breakdown of sensitive datasets. The platform also gives you an estimate of residual risk in your desired currency, and what you can do to reduce this.

With attack impact presented in specific in your chosen currency amounts, you are much better placed to get leadership buy-in on increasing security investment than if you talked in technical terms alone.



See what your data is worth on the dark web based on the type of sensitive data you have stored on your systems, and the per record value of this data. Combined with the Data Discovery feature of the platform, the Risk Monetization tool lets you see exactly what you stand to lose financially if you are hit by an attack. The platform also provides an estimate of the recovery costs after a ransomware attack, based on the cost to recover computers, employees' downtime, and the value of the data that may be exfiltrated. Additionally, you can see your own or your clients' breach notification costs - something that is often overlooked when organizations assess the financial impact of an attack.

## The Power of CYRISMA

- 1 DISCOVER** what a data breach or a ransomware attack can cost you in monetary terms. View the estimated monetary value of your sensitive data, recovery costs after a breach, breach notification costs and residual risk.
- 2 UNDERSTAND** the financial impact of a cyber-attack, what your data is worth on the dark web and where on your systems your most valuable data is stored. Answer a few questions to calculate residual risk and see how it can be reduced.
- 3 MITIGATE** through risk by protecting your most sensitive data, placing security controls where they have the most impact, and getting your business leadership on board by showing them the monetary impact of a potential breach.
- 4 MANAGE** your cyber risk more effectively by putting a monetary value against the different kinds of attacks that may target your organization and making better-informed security investments based on internal data and external intel.