

# CYBER INSURANCE

PROTECTING YOUR BUSINESS & FINANCIAL VIABILITY



Arthur J. Gallagher & Co.  
BUSINESS WITHOUT BARRIERS®

## KNOW THE FACTS



43%

of cyber-attacks targeted small and medium-sized businesses<sup>1</sup>



66%

of respondents say their technologies currently in use can't detect and block most cyber-attacks<sup>2</sup>



\$879,582

total average cost of a data breach involving theft of IT assets<sup>2</sup>



22%

of companies had a loss of customers<sup>4</sup> as a result of a breach



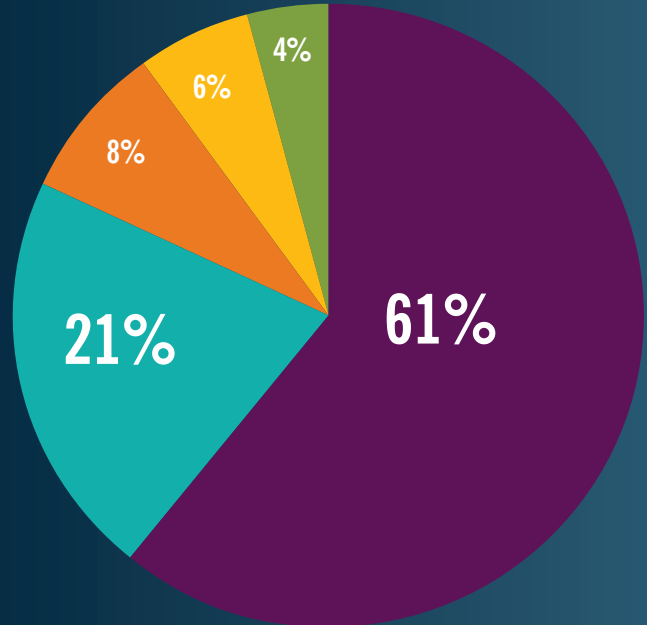
60%

of small businesses breached are out of business within 6 months<sup>3</sup>

## POTENTIAL CYBER RISKS

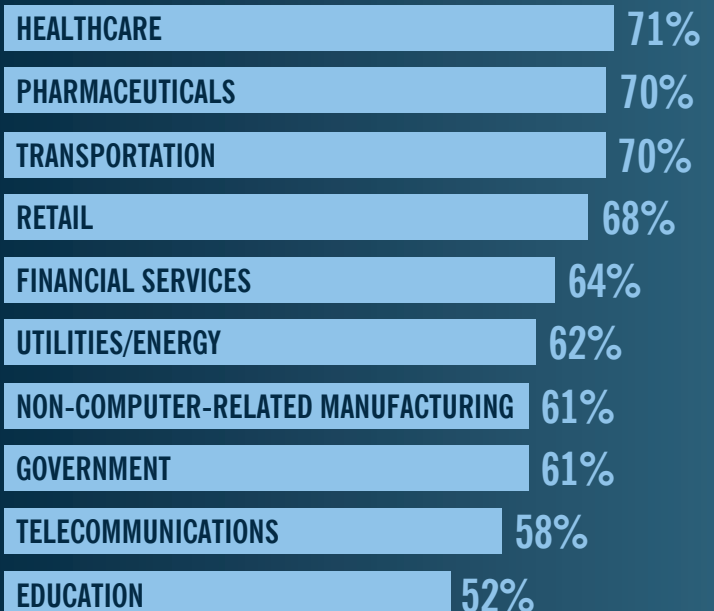
Hackers  
Rogue Employees  
Social Engineering  
Vendor Negligence  
Human Error

## PERCENTAGE OF CUSTOMERS LOST BY COMPANIES DUE TO ATTACKS<sup>4</sup>



■ Lost <20%    
 ■ Lost 40%-60%    
 ■ Lost 80%-100%  
■ Lost 20%-40%    
 ■ Lost 60%-80%

## SECURITY VULNERABILITY BY INDUSTRY<sup>4</sup>



1. Source: Symantec

2. Source: The 2016 State of SMB Cybersecurity - Ponemon Institute and Keeper Security

3. Source: National Cyber Security Alliance

4. Source: Cisco 2017 Security Capabilities Benchmark Study, [www.cisco.com/go/acr2017](http://www.cisco.com/go/acr2017)