

THE CYBERSECURITY DISCONNECT



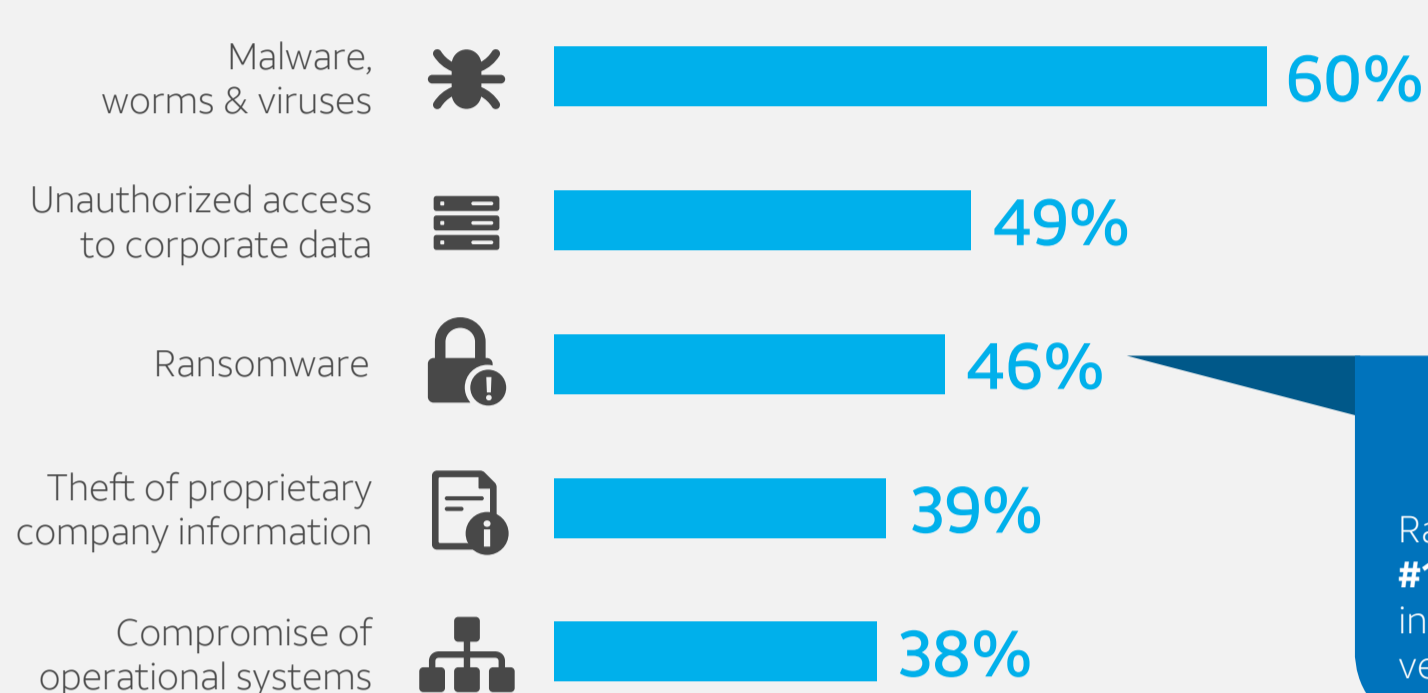
WHY DO SO MANY ORGANIZATIONS CONTINUE TO MISS THE MARK IN DEFENDING AGAINST CYBER RISKS?



A KNOWN DANGER

Cybersecurity risks are escalating.

Organizations' top perceived threats in the year ahead:



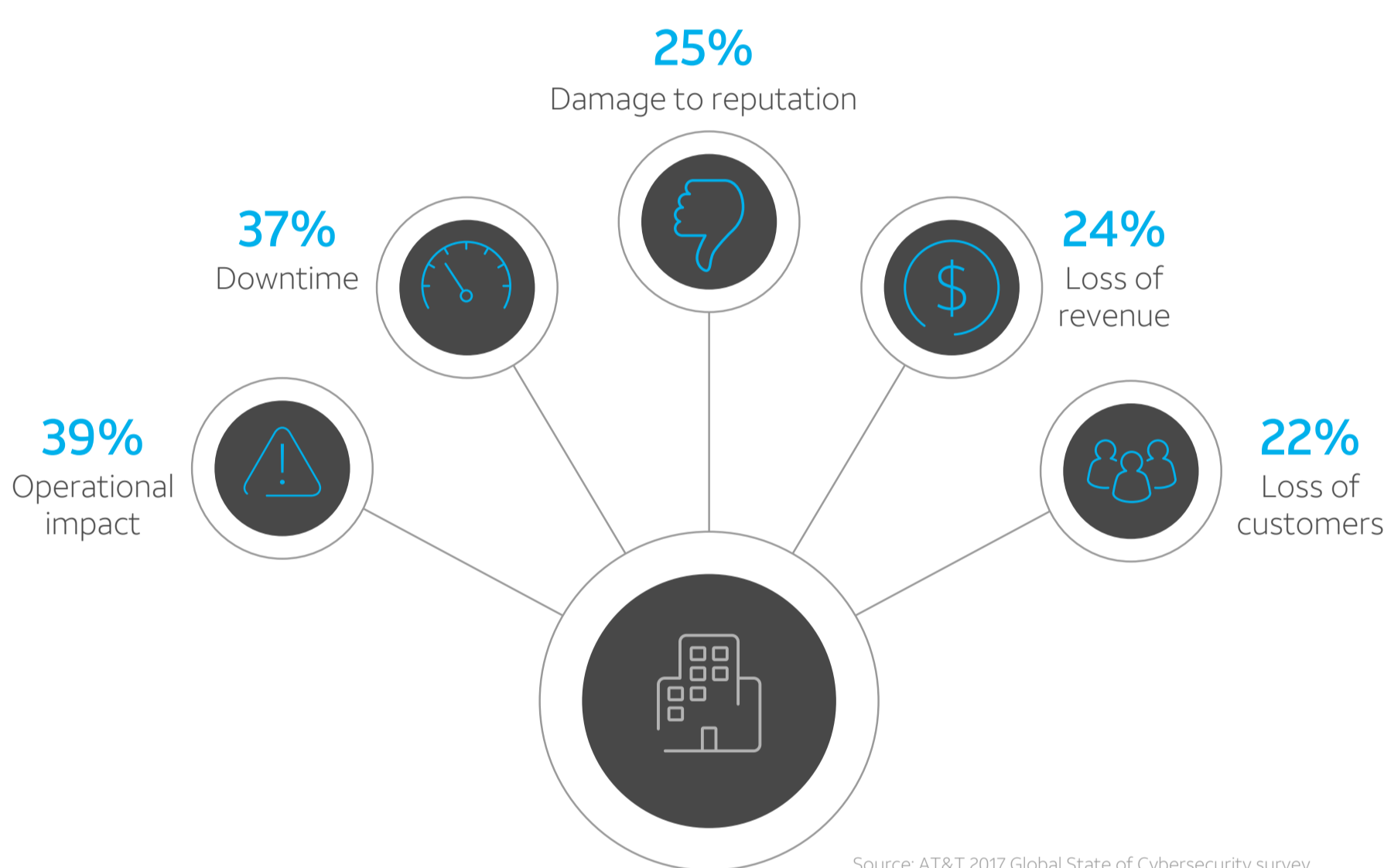
Ransomware is the #1 threat for those in the healthcare vertical (70%).

Source: AT&T 2017 Global State of Cybersecurity survey

EXTENDED IMPACT

Cyberattacks can result in widespread impact across an organization.

How has a cybersecurity attack affected your organization?



Source: AT&T 2017 Global State of Cybersecurity survey



The damage can add up quickly.

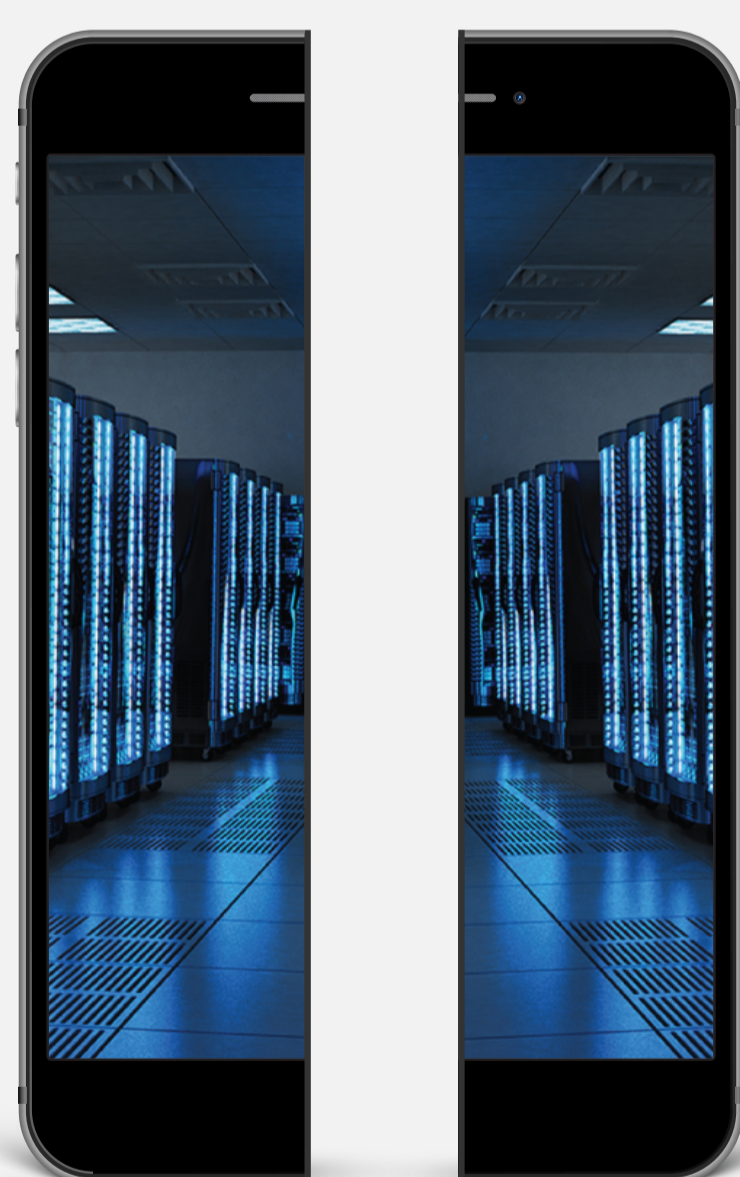
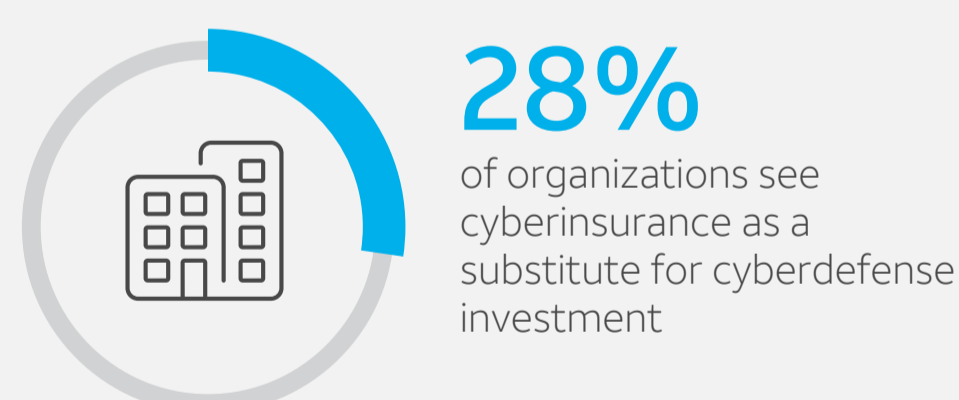
The average cost of a data breach in 2017:

\$3.6 million

Source: Ponemon Institute

MIND THE GAPS

Critical gaps in cybersecurity strategy can provide an open door to cybercriminals.



ARE YOU KEEPING PACE?

Today's leadership understands the variety of risks from cyberattacks. But notable disconnects exist in how organizations are addressing these threats. To keep pace with the evolving threat landscape, consider a multilayered approach to cybersecurity.



Learn more about how your organization can minimize gaps in its cybersecurity strategy in the AT&T Cybersecurity Insights report *Mind the Gap: Cybersecurity's Big Disconnect*.

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