

# Ransomware: the true cost to business 2024



Global results of our annual study on the business impact of ransomware.

Ransomware attacks are becoming more frequent, more sophisticated, and more effective.

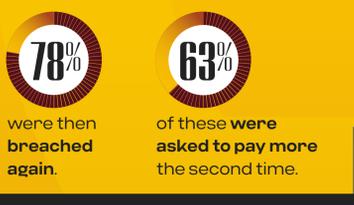
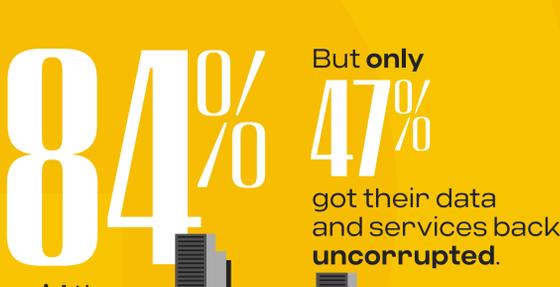
**Attackers are evolving**  
More complex, low-and-slow attacks are designed to compromise as much of the targeted network as possible to exact the highest ransom in 'RansomOps' attacks.



How did they get in?



**Paying the ransom isn't the best solution**  
Despite most victims agreeing to pay the ransom, less than half got their systems and data back uncorrupted. And most were breached again within a year.



**Ransom fees are high**  
Ransom fees remain high, and they are just the tip of the iceberg regarding the true cost of an attack.

Average ransom payments over the last 24 months:



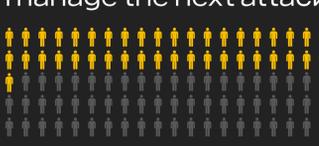
But the true cost is higher.



**It's difficult to get the right people and plans in place**  
Most organizations increased their investment in cybersecurity after a breach, but the risk remains. Less than half say their businesses are adequately prepared for the next attack.



Yet only 41% feel they have the right people and plan to manage the next attack.



**Reject the ransom**  
Paying millions of dollars to ransomware attackers is not always the solution. It doesn't guarantee:  
• You will get all your systems and data back uncorrupted  
• Your data won't be sold on the black market  
• You won't be attacked again  
In fact, the chances are high that you will get hacked again.



**Make your business invincible with AI-powered protection**  
Cybereason is undefeated by today's attackers and ready for tomorrow's. Our powerful combination of solutions and services deliver:  
• Round-the-clock security  
• Optimized security operations  
• The fastest detection, triage and time to remediation on the market



**Read the full global survey**

Learn from over 1,000 enterprise cybersecurity professionals who have been breached by ransomware at least once in the last 24 months. The results will surprise you.