

## Cost of an Attack

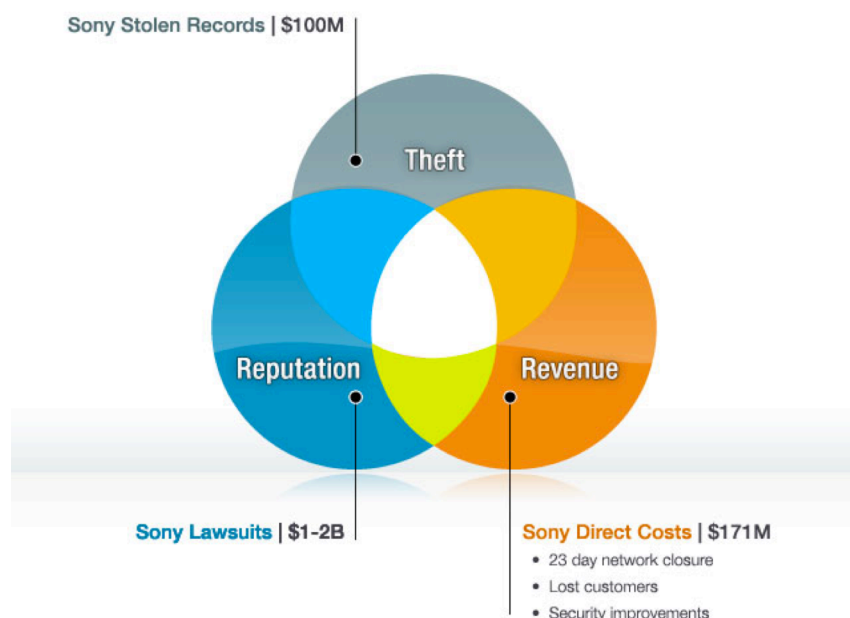
**“\$5.9 million annual median cost for a cyber attack. Includes everything from investigation, containment and recovery”** – The Ponemon Institute

The cost of a data breach is hotly debated. Ponemon Institute in 2011 released one report claiming the cost of a breach was **\$214 per stolen record**, while another report estimated the **median annual cost of a cyber attack at \$5.9 million**.

But the infamous Sony Playstation web breach in 2011 that resulted in Sony closing down their network for 23 days to fix the problem provides some real and compelling data about the actual cost of an attack.

A successful web attack damages a victim company in three key areas:

- The **theft** of the data, in Sony's case over **100 million records**.
- Effect on **revenue**, the effect on Sony's revenue totaled **\$171 million in direct costs**.
- Company **reputation**, the most damaging effect is the **55 class action lawsuits that will cost Sony potentially billions**.



Source: The Ponemon Institute, Wall Street Journal and IDG News Service

**“73% of organizations have been hacked at least once in the past two years through insecure Web Applications”** – The Ponemon Institute

## Proactive Security and Compliance

The **Ishlangu Application Firewall** offers organizations drop-in deployment, automated, adaptable security and **low operation overhead**, providing your business with a practical and **highly secure solution** that ensures your web applications and data are secure.

### Key Features

- Accurately **detects and blocks web application attacks** with pinpoint precision using multiple layers of protection.
- Offers **high performance** application security with simple drop-in deployment
- Helps meet the requirements of the Payment Card Industry Data Security Standard (PCI-DSS 6.6).
- Virtually patch vulnerabilities and data leaks by integrating with Ishlangu's uControl Script™ Engine.
- **Reduce operational overhead**, with automated updates, adaptable security and simple configuration console.

With its multi-layered security model, Ishlangu Application Firewall defeats all application threats, including zero-day attacks. It prevents the loss of valuable corporate and customer data, with little or no impact on application response times. Don't risk your company's reputation and revenue, **protect it** with Ishlangu.