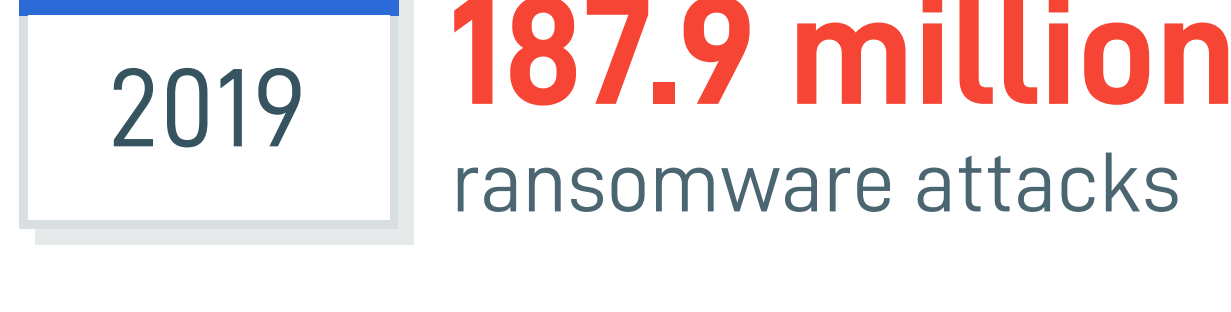


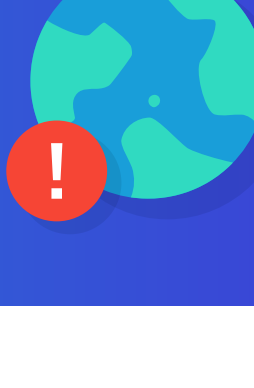
# Ransomware and the Cost of Downtime

By 2021, a business will fall victim to a ransomware attack every 11 seconds.

## The Rise of Ransomware



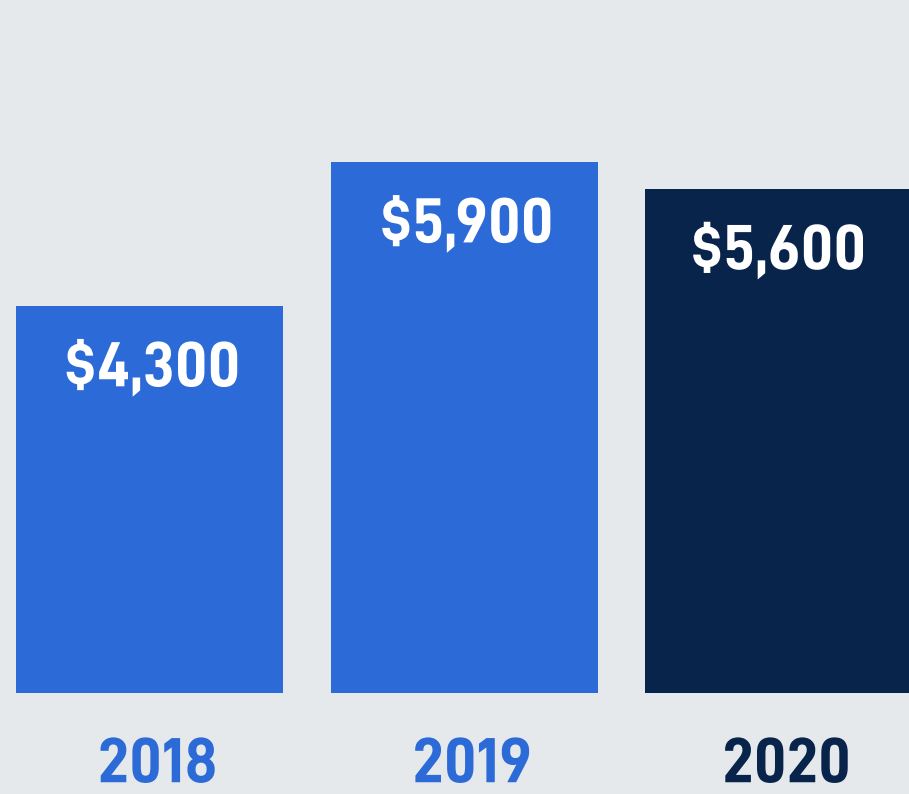
In the first half of 2020, ransomware attacks grew by 715% as cybercriminals began exploiting the COVID-19 pandemic



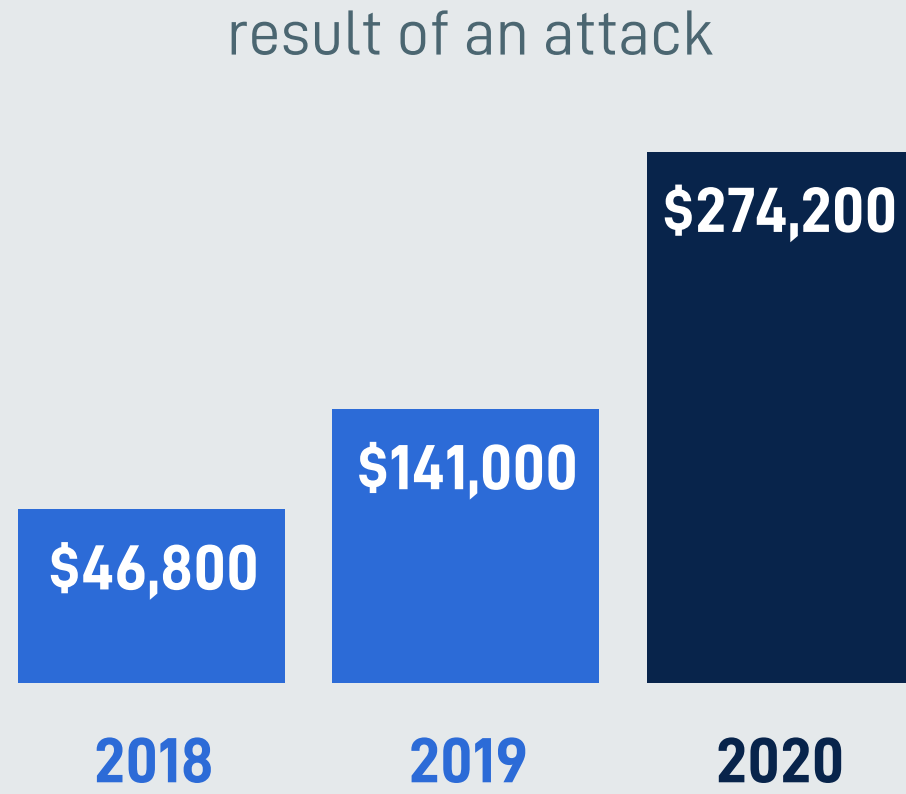
About **half of businesses worldwide** are hit by ransomware each year

## Ransomware attacks are 2.5X more damaging than other cybersecurity incidents

Average global ransom demand



Average downtime cost as a result of an attack



## Small and Medium Businesses Keep Taking the Bait

Leading causes of ransomware attacks reported by managed service providers (MSPs)

**54%**  
Phishing emails

**27%**  
Poor user practices

**26%**  
Lack of cyber security training

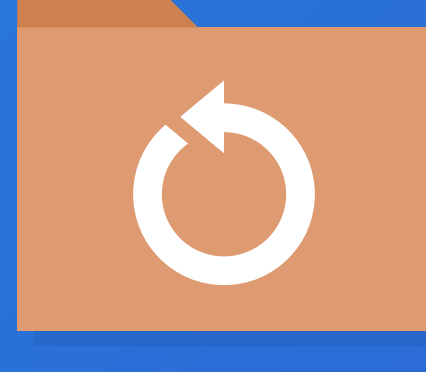
Downtime after an attack can cost nearly **50X** more than the ransom itself

## The True Cost of Downtime

After an attack, businesses must spend valuable time restoring their systems



Repairing networks



Restoring backups



Replacing lost devices

Downtime from ransomware is costly at up to \$274,200

## To Pay or Not to Pay - Either Means Downtime

**98%**

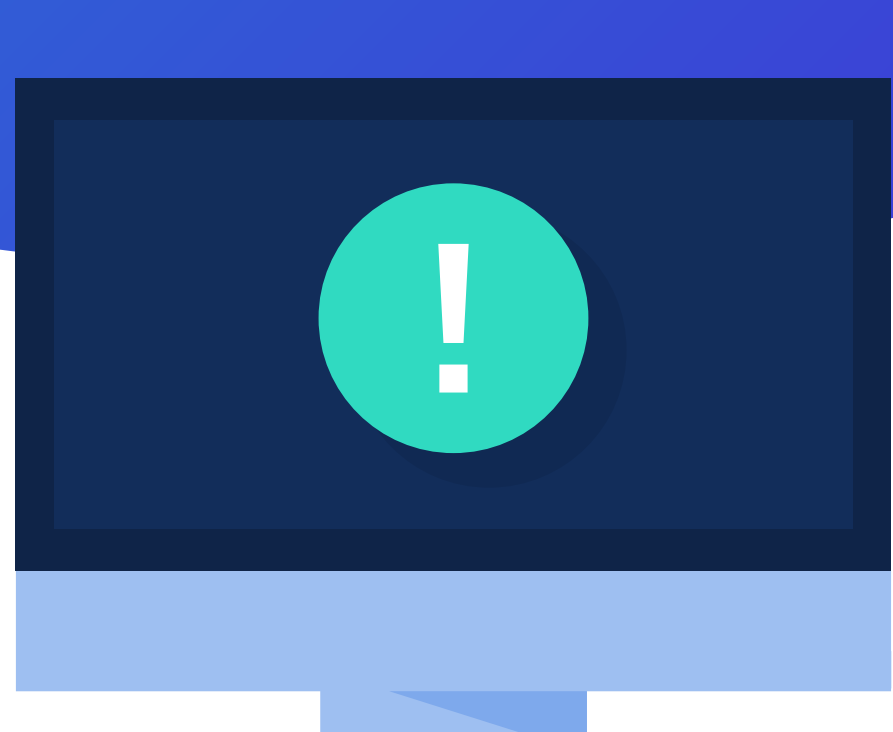
of those who pay the ransom receive a decryption tool from the hackers

That means they still face costly downtime while decrypting their data — **4% never successfully recover the encrypted data**

**34%**

of businesses take more than a week to recover from ransomware

For some, full recovery could take months



**91% of MSPs say**

clients with a business continuity and disaster recovery plan (BCDR) are **less likely to experience significant downtime from ransomware**

## Business Continuity and Disaster Recovery (BCDR)

### Why BCDR?

#### Comprehensive BCDR will:

- Reduce downtime during a security incident or emergency
- Quickly restore key information for minimal disruption
- Help maintain regulatory compliance
- Help you determine lessons learned after an incident

**4 in 5 small businesses**

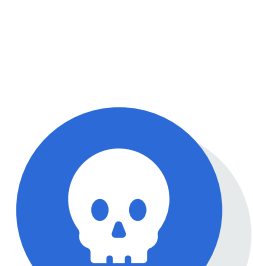
with BCDR recover from ransomware within 24 hours

## Key Features for Maximum Resiliency



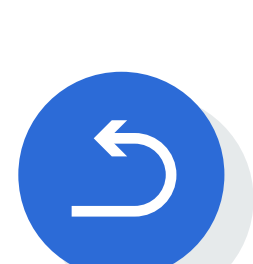
### Fast Failback

Uses a "Rescue Agent" for disaster recovery while performing a continuously-mirrored bare metal restore



### Ransomware Detection

Automated post-backup ransomware scans and data and boot verification ensures you know as soon as ransomware is detected



### Rapid Rollback

Allows incremental reversion to a previously-backed-up state without reformatting or re-partitioning



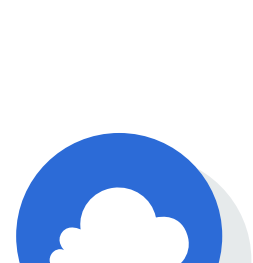
### Two-factor Authentication

Secures a backup solution to prevent ransomware attacks from compromising data



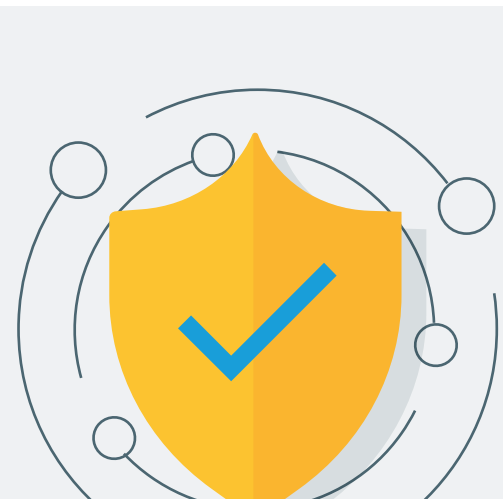
### Instant Virtualization

Minimizes downtime after an attack or outage, with virtualization in the cloud or locally



### Secure Cloud Backup

Offsite, secure, SOC 2 and GDPR compliant, geo-replicated cloud infrastructure enables fast and secure disaster recovery



## Datto's Cloud Deletion Defense

Enables data recovery across risk vectors — even when the protected machine has been compromised

Reducing the risk of ransomware requires a multi-layered approach. **Get in touch today to discover what your business can achieve with the right technology.**

## Sources

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