Impact of DDoS on Enterprise Organizations

**DDOS ATTACKS ARE COSTING ENTERPRISE ORGANIZATIONS MORE THAN JUST MONEY**

$50,000

Enterprise organizations are being attacked on a daily basis and the effects are staggering.

91% of respondents said that DDoS attacks cost their company up to $50,000 per attack

Lost revenue is still only considered to be the fourth most damaging consequence of DDoS attacks

78% say the number one most damaging effect of a DDoS attack is the loss of customer trust and confidence

Enterprise organizations are increasingly concerned with the hidden or secondary effects of DDoS attacks.

85% of respondents believe that DDoS is a precursor or smokescreen for data breach activity

71% indicated that their organization has experienced a ransom or extortion DDoS threat

DDoS attacks are becoming a more serious threat for the enterprise.

87% view DDoS attacks as more of a concern in 2018; mostly due to the proliferation of unsecured IoT devices