

**73% OF GLOBAL BRANDS AND ORGANIZATIONS WERE ATTACKED**

Slightly more than seven out of ten organizations reported a DDoS attack in 2015.

**82% OF ATTACKED CORPORATIONS SUFFERED REPEATED ASSAULTS**

More than 8 in 10 organizations were hit by multiple DDoS attacks. 45% were struck 6+ times.

**56% OF THOSE BREACHED LEARNED OF THE ATTACK BY A THIRD PARTY**

Evolved attacks continue to go unnoticed until it's too late.

**MORE THAN HALF OF ATTACKED RESPONDENTS REPORTED THEFT**

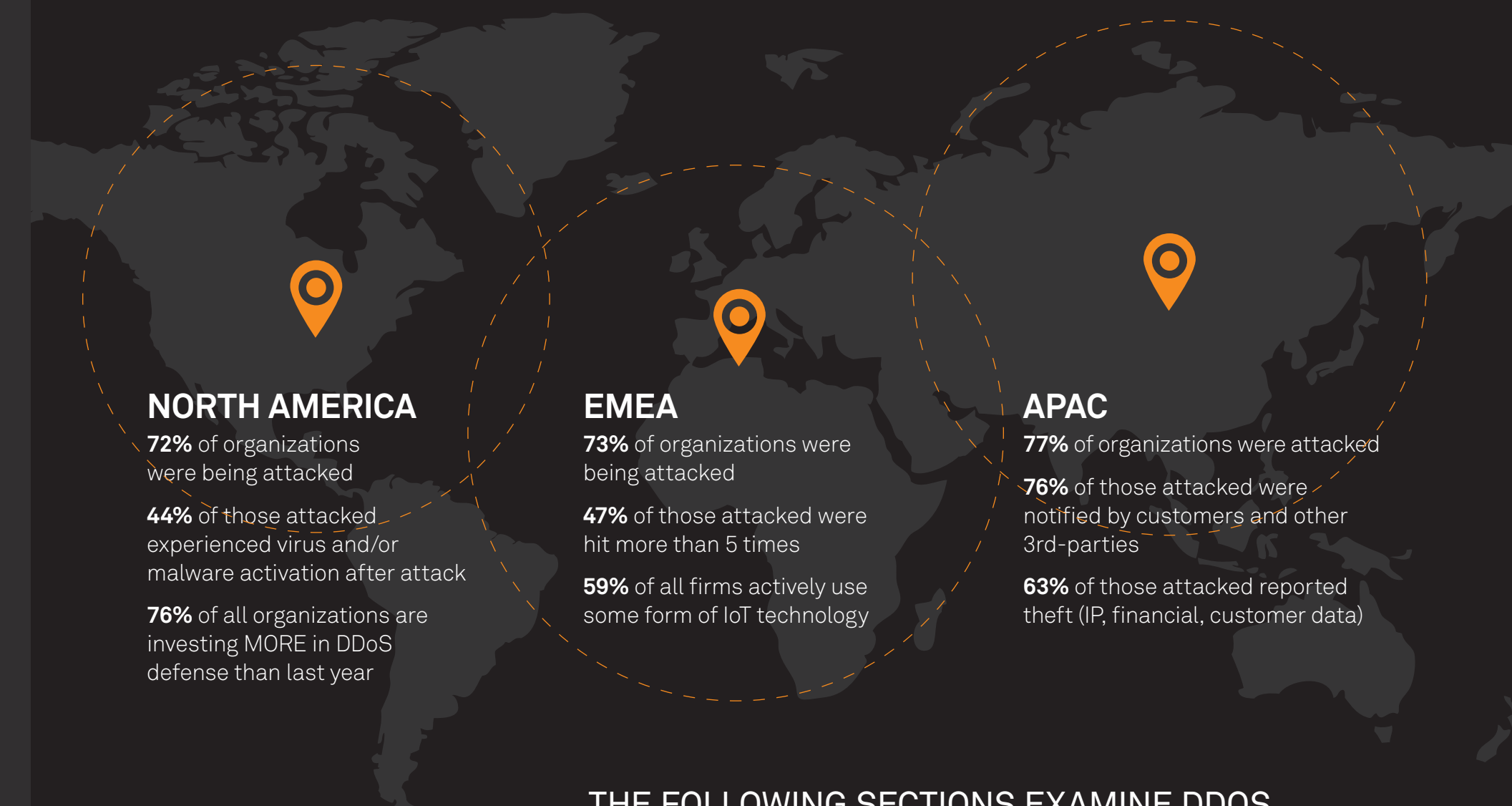
57% of attacked companies reported loss of customer data, finances or intellectual property.

**EIGHT OUT OF TEN COMPANIES THAT HAVE IOT DEVICES WERE ATTACKED**

43% of companies that use or deploy IoT devices have experienced some form of theft as the result of a breach.

**76% ARE INVESTING MORE THAN LAST YEAR IN RESPONSE TO DDOS THREATS**

DDoS is institutionalized, as both a weapon and necessity to defend.



**THE FOLLOWING SECTIONS EXAMINE DDOS TRENDS IN 2015, AND DISCUSS WHAT THEY COULD MEAN FOR THE FUTURE.**

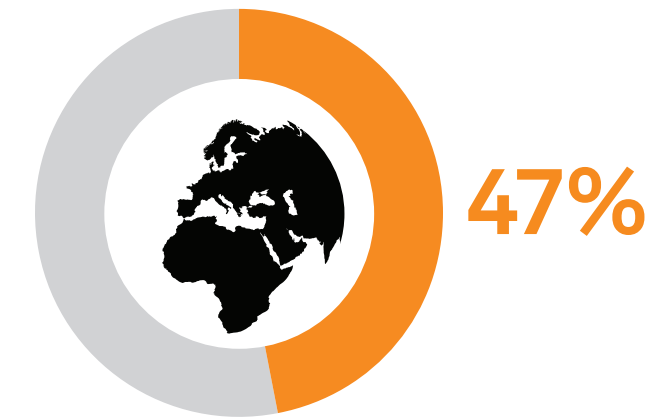
# THE RISK WORSENS

Attackers were  
**unrelenting**  
DDoS attacks weren't  
a matter of if – or when  
– but how often.

Few organizations were spared.  
**82% OF ATTACKED COMPANIES  
SUFFERED MORE THAN ONE STRIKE**

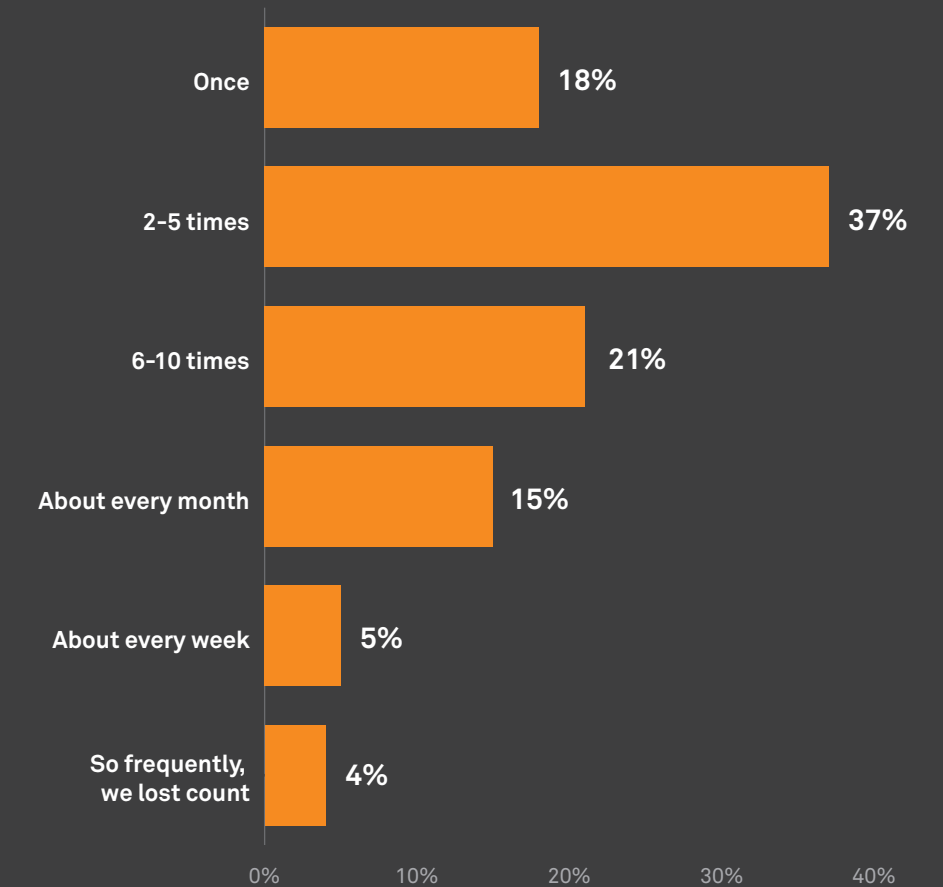
**45% OF ATTACKED COMPANIES  
WERE HIT SIX OR MORE TIMES**

The DDoS bombardment was constant and felt by nearly all. Every organization with a digital presence was put on notice: **YOU COULD BE NEXT.**



**47%** of attacked EMEA companies were assaulted **6 or more times last year.**

## 2015 DDoS ATTACK FREQUENCY

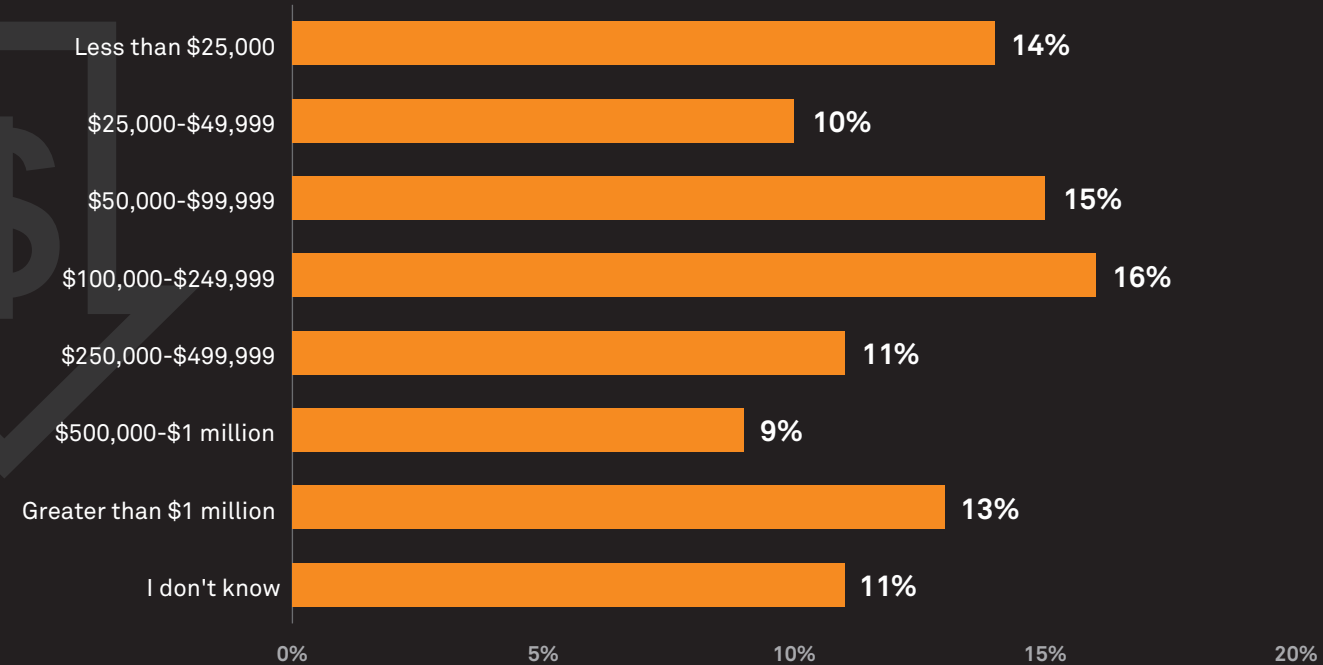


**Globally, 81% of companies that adopted IoT were attacked.**

## More Money, More Problems

Worldwide, there's a global recognition of DDoS' destruction. With so much on the line – especially during during peak periods – there's good cause for concern.

### AVERAGE PEAK HOURLY REVENUE LOSS

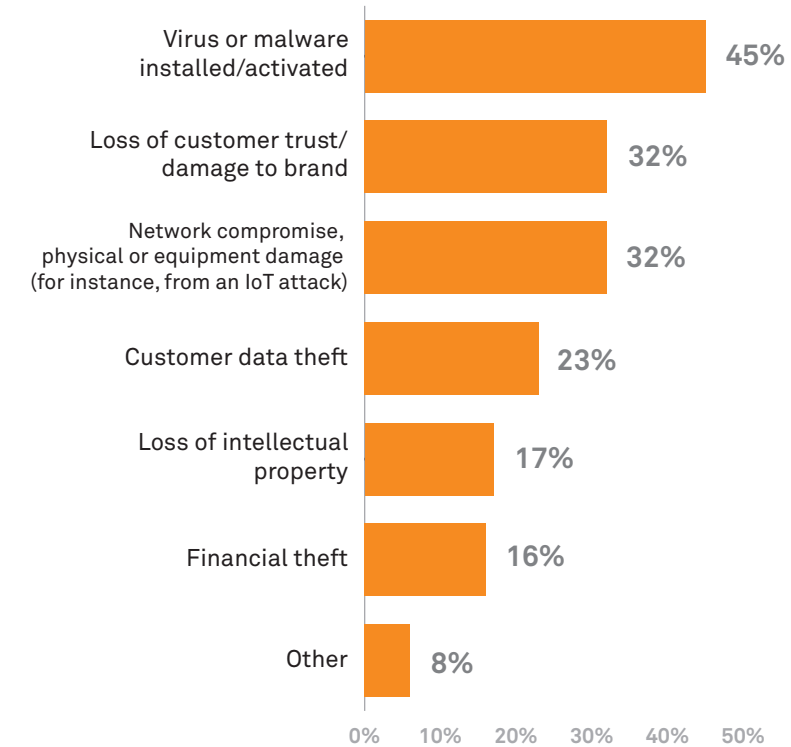


Globally, 50% of organizations would lose \$100K or more per hour in a peak-time DDoS related outage. 33% would lose more than \$250K or more.

## Attacking with Purpose

Hackers left a wake of destruction in their paths, touching all parts of the enterprise and exposing valuable secrets.

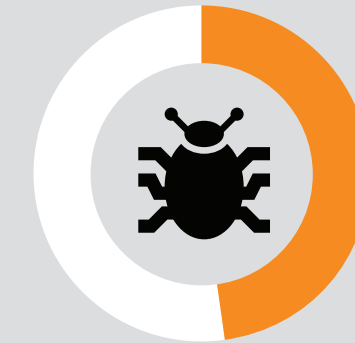
### RESULT OF DATA BREACH OR THEFT SUFFERED AS A RESULT OF DDOS ATTACK



\*Multiple responses allowed.



**57%** of all breaches involved some sort of theft – financial, intellectual or customer data.



**48%** For companies already invested in IoT, 48% reported virus or malware installation/activation.

More bad news for breached companies engaged in IoT: **73% reported loss of customer trust/damage to the brand as a result of an attack.**