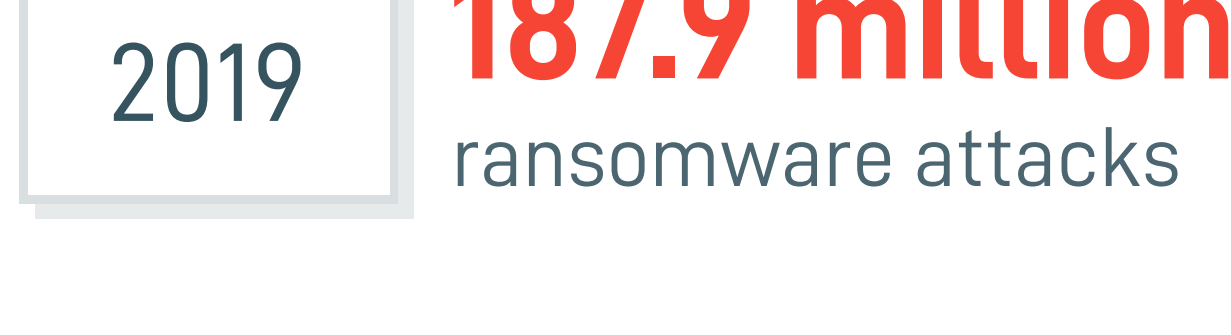
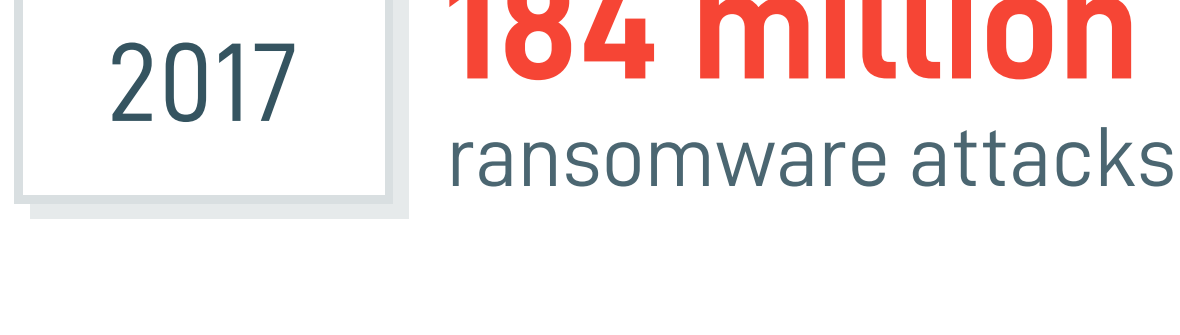


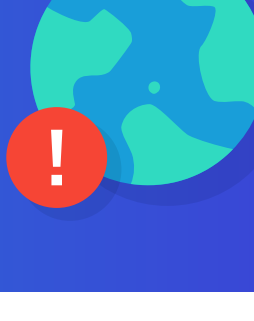
# Ransomware and the Cost of Downtime

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

## The Rise of Ransomware



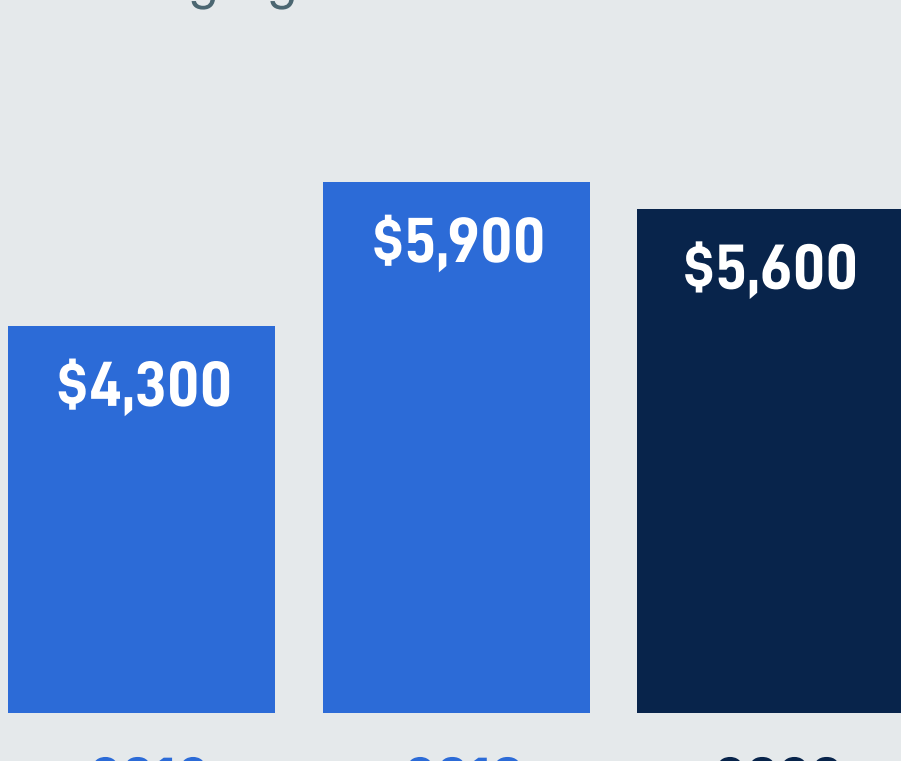
In the first half of 2020, ransomware attacks grew by 715% as cybercriminals began exploiting the COVID-19 pandemic



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



## Attacks are Getting More Sophisticated

Attackers **target and encrypt backup solutions** to increase the likelihood the victim will pay the ransom

New ransomware **exploits Wake-on-LAN** to power up more networked devices and increase its spread

Hackers target managed service providers (MSPs) to gain access to **multiple businesses in a single attack**

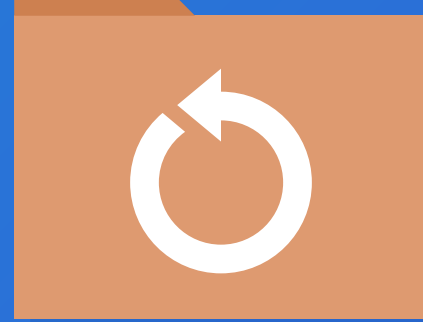
Downtime after an attack **can cost nearly 50X** more than the ransom itself

## The True Cost of Downtime

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



Repairing networks



Restoring backups



Replacing lost devices

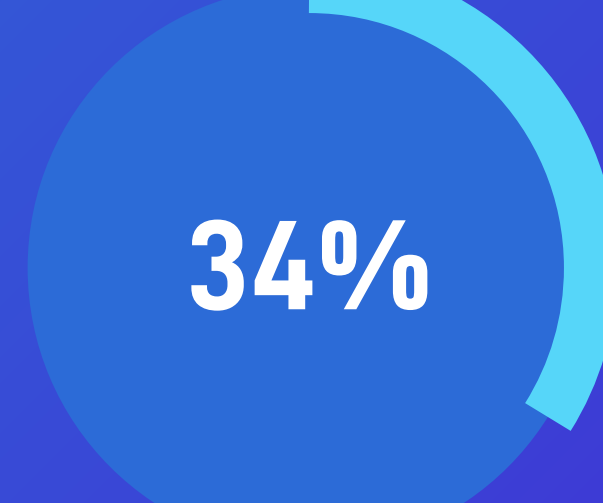
Downtime from ransomware is costly at up to \$274,200

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



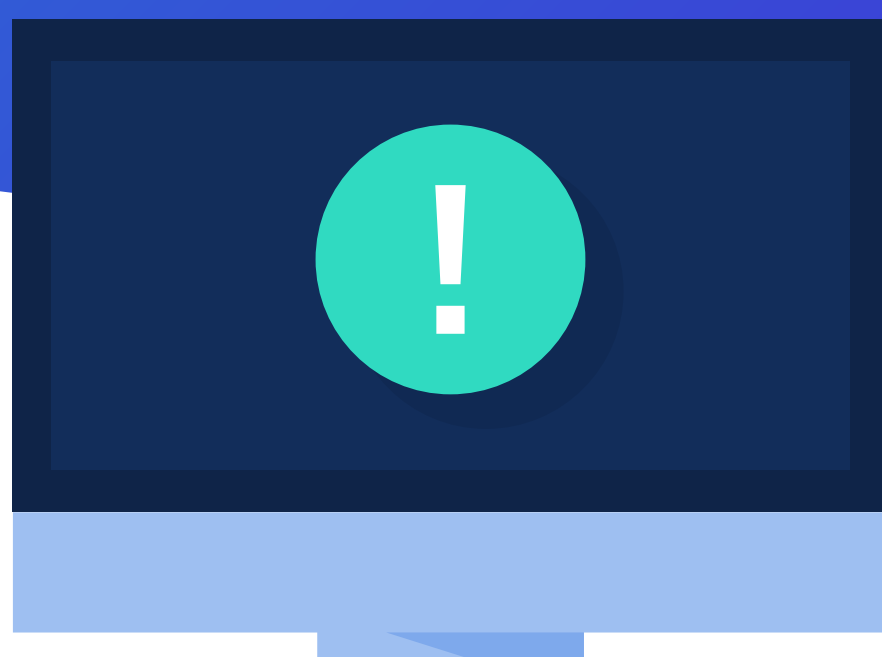
of those who pay the ransom receive a decryption tool from the hackers

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



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

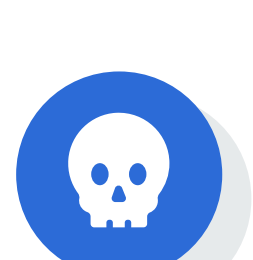


## Key Features for Maximum Resiliency



### 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



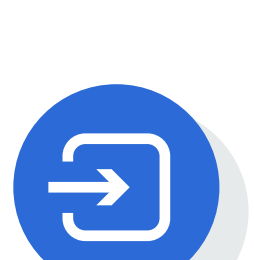
### Rapid Rollback

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



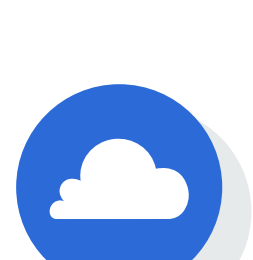
### Two-factor Authentication

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 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

Datto can help in the fight to protect your clients against ransomware.

Visit [www.datto.com/products/continuity](http://www.datto.com/products/continuity) today.

## Sources

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