

# 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