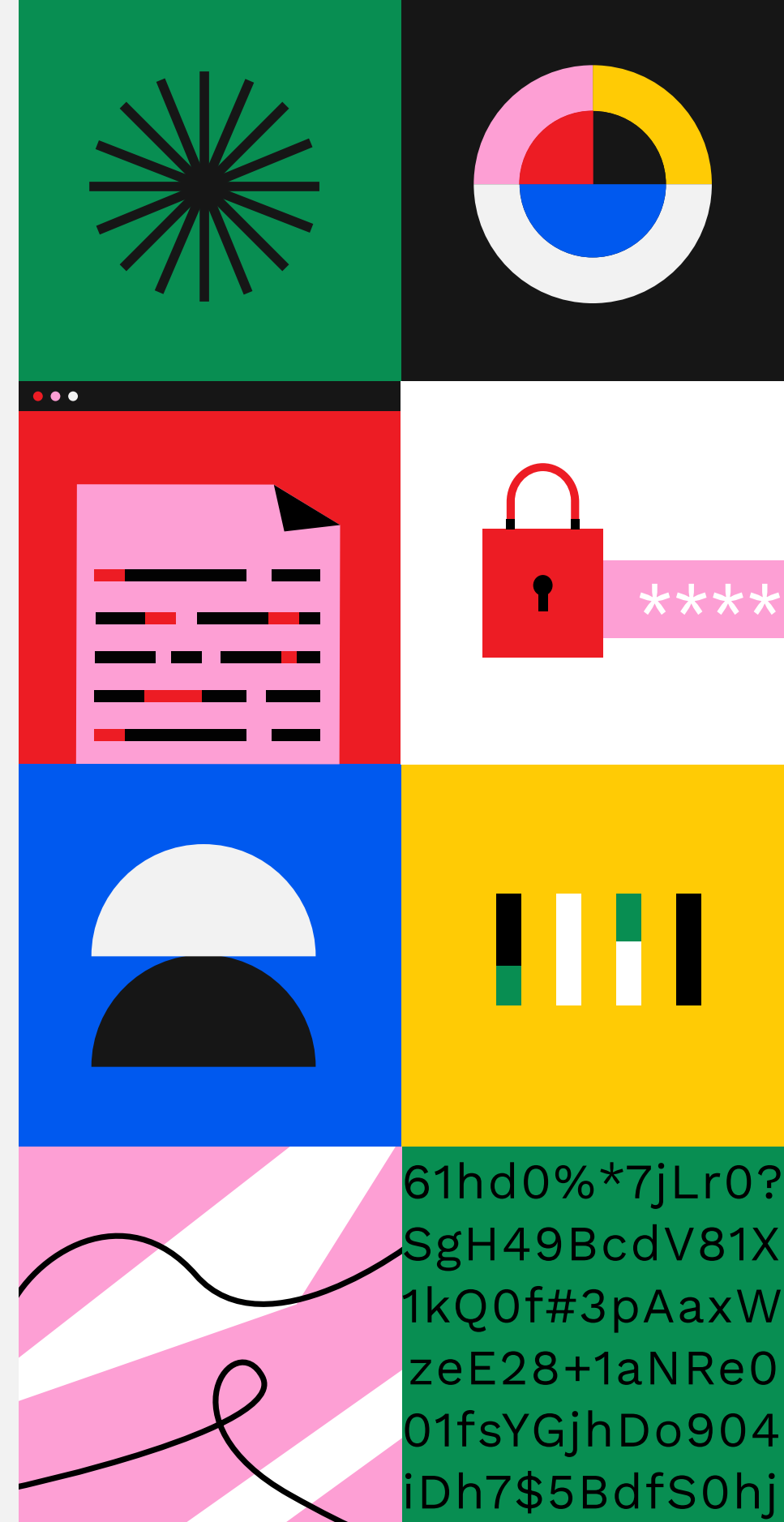


Ransomware Unlocked

Ransomware attacks are persistent, pervasive, and have a track record of success. That means it's essential for critical business data to be immutable to threats. Read on to learn about the latest ransomware trends powering the shift from prevention tactics to a **data-resilient approach**.



It's When, Not If

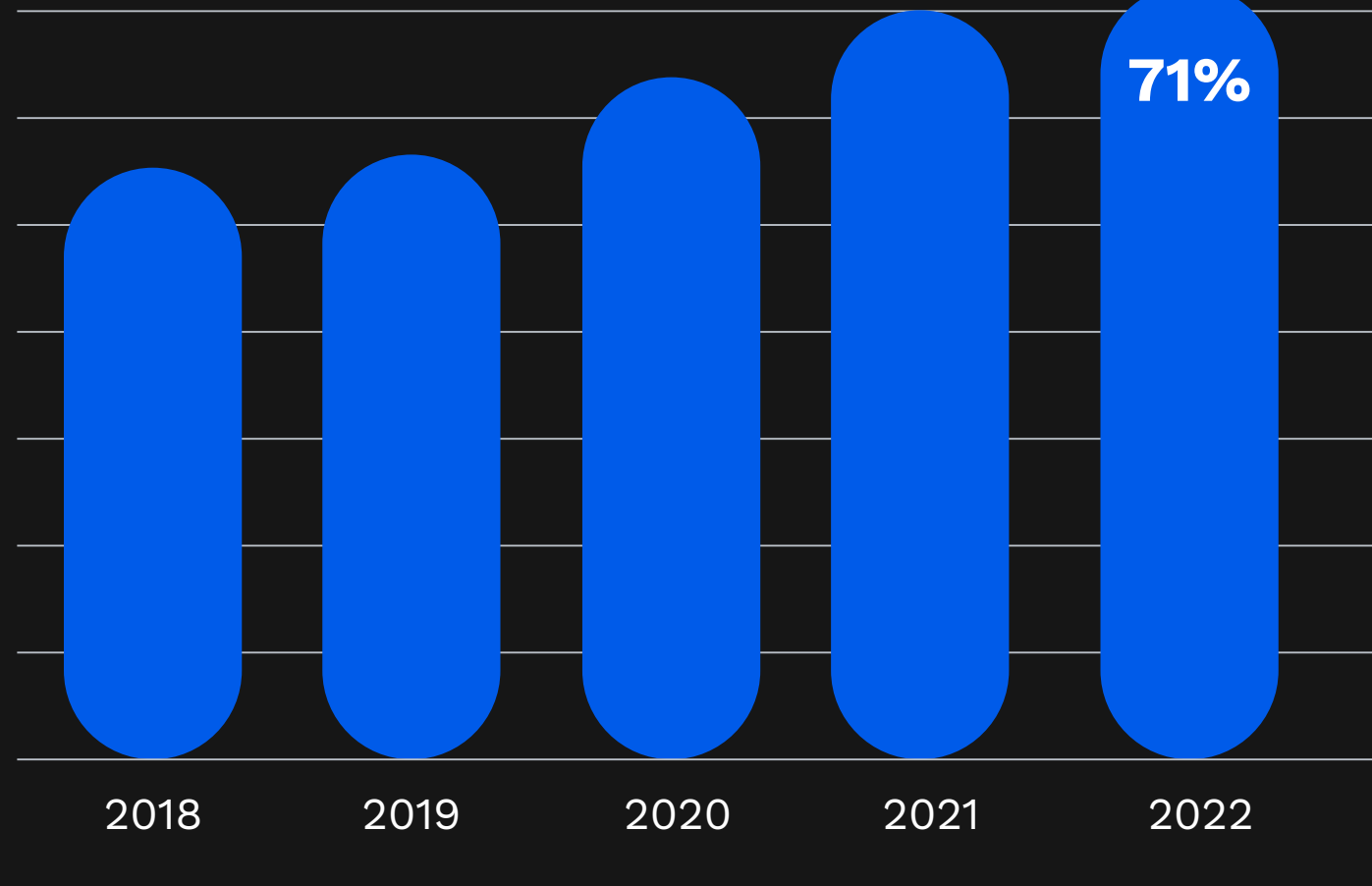
Attacks are becoming increasingly frequent, making it crucial to assume that your organization will be targeted at some point.

Frequency of Attacks



Cybersecurity Ventures

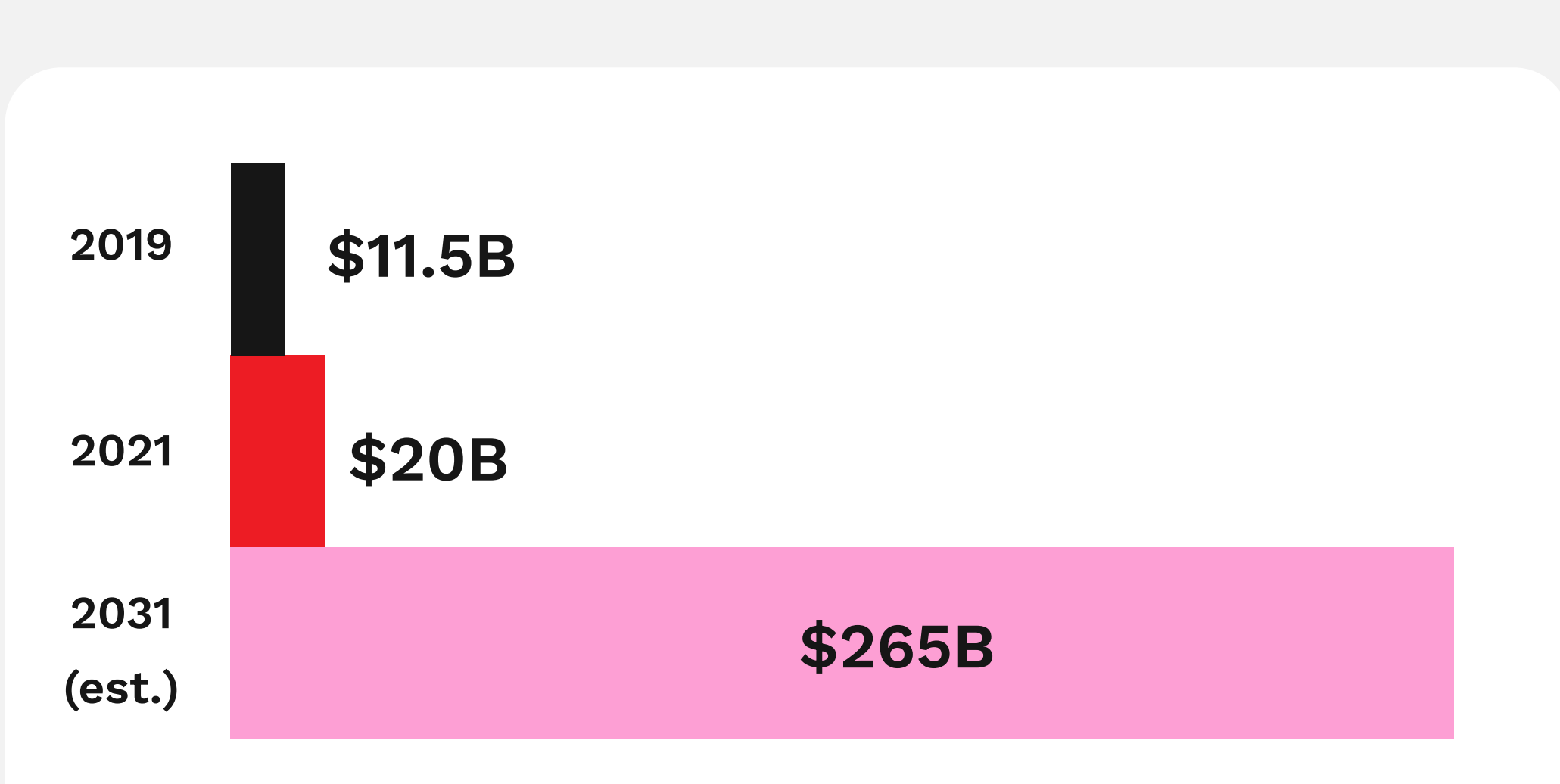
Percentage of Organizations Victimized by Ransomware



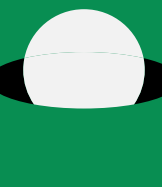
Statista

The Cost of Ransomware Is Rising

Cybersecurity Ventures predicts that by 2031, ransomware will cost victims \$265 billion annually.



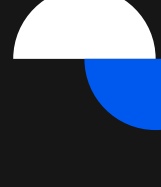
The cost of downtime can be **50 times greater** than the ransom demand.



\$8,500

avg. cost per hour associated with ransomware downtime

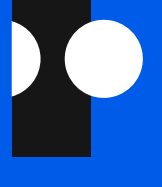
Datto



40%

laid off staff as a result of an attack

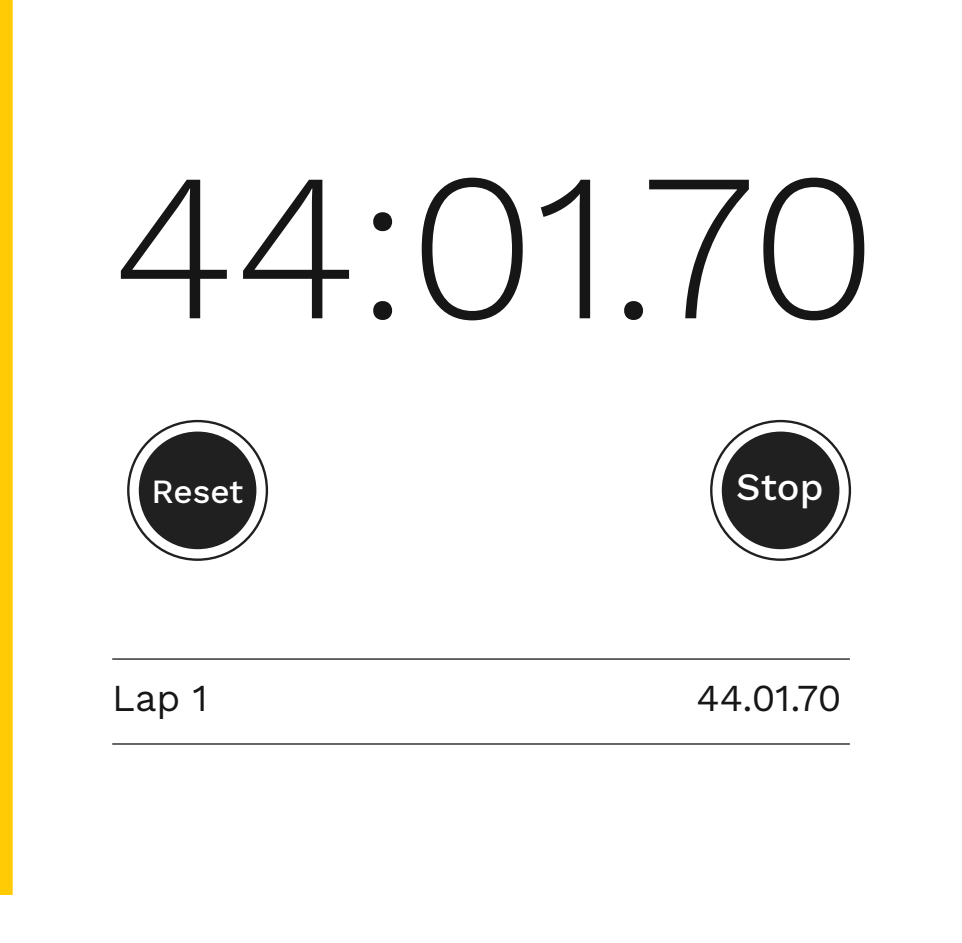
Cybereason



35%

suffered C-level resignations

Cybereason



44:01.70

Reset Stop

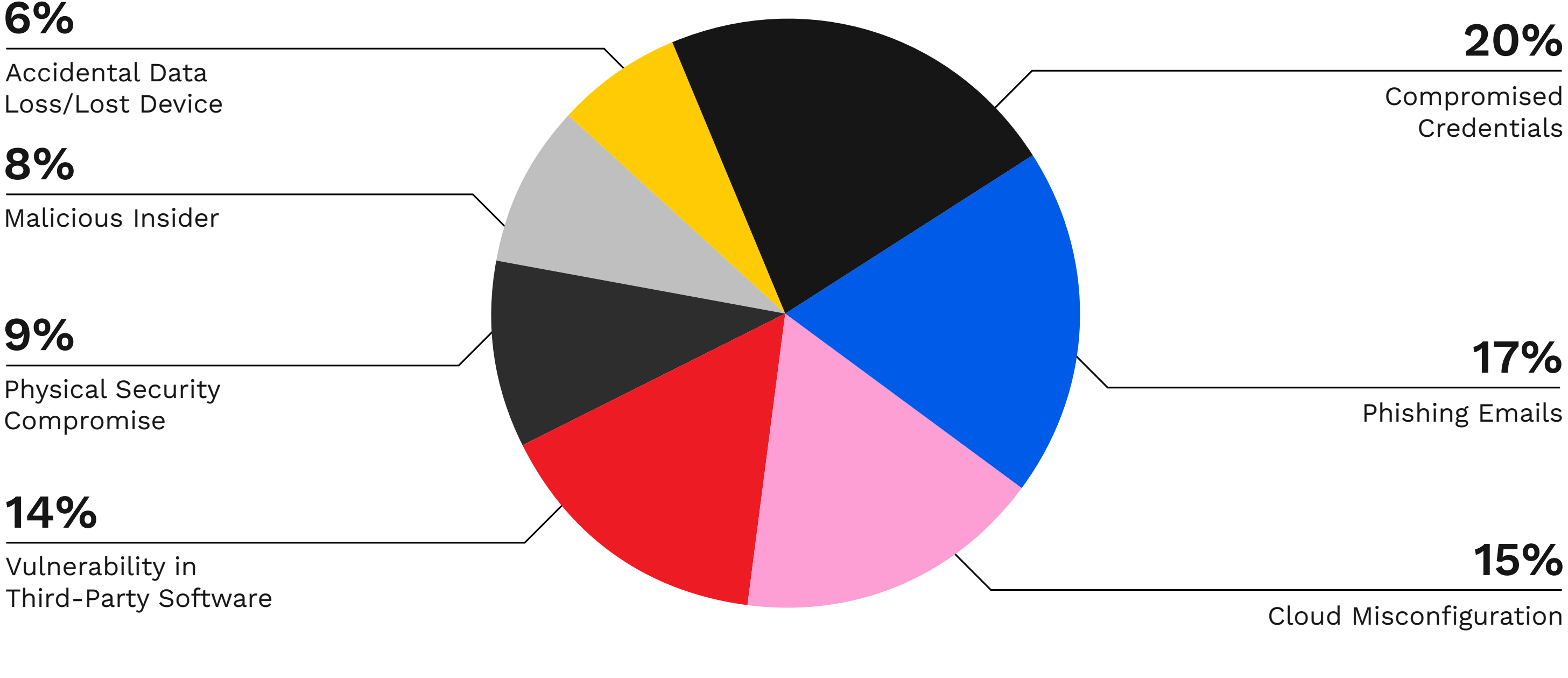
Lap 1 44.01.70

Microsoft

It could take a ransomware attack as little as **45 minutes** to compromise a target.

96.88 percent of all ransomware infections take under **four hours** to infiltrate their target.

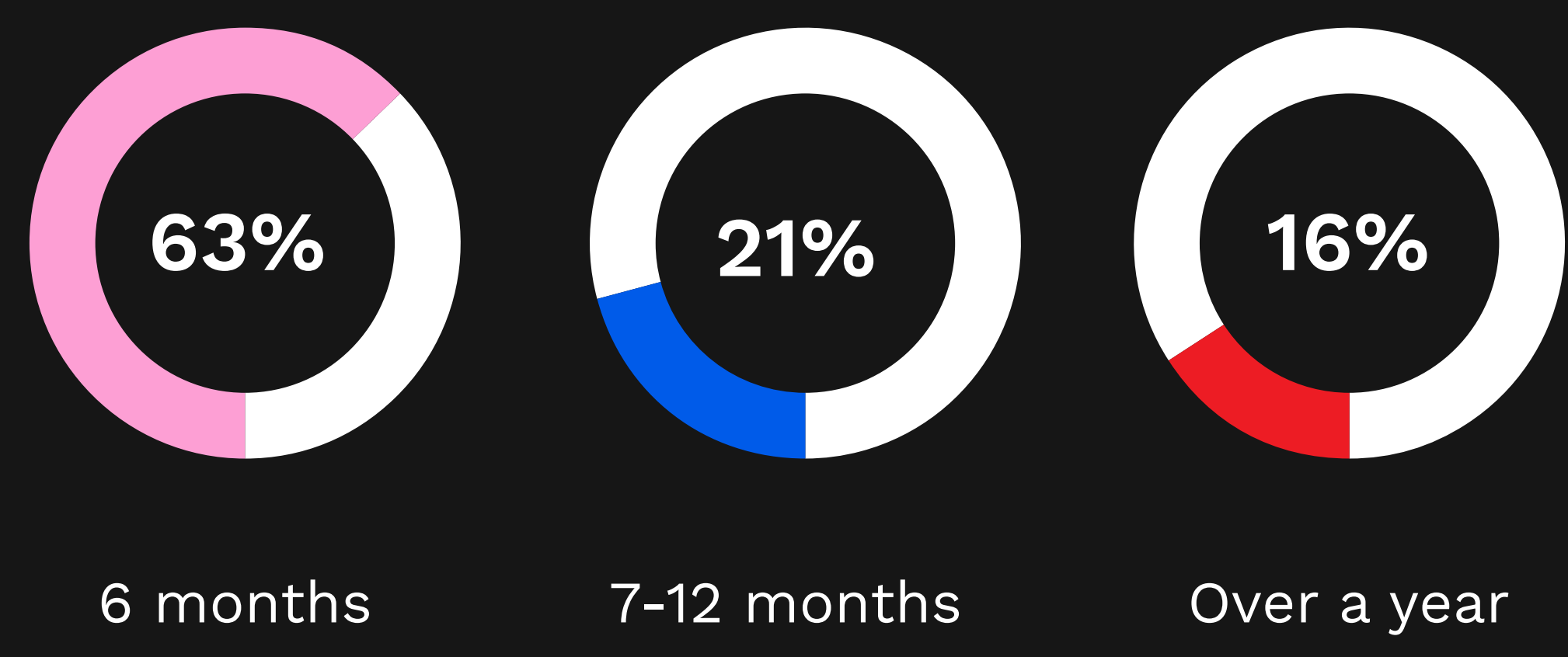
Ransomware Entry Points



AvePoint


Ransomware Often Goes Undetected

Attackers typically gain unauthorized access to networks **six months or more** before they are detected.



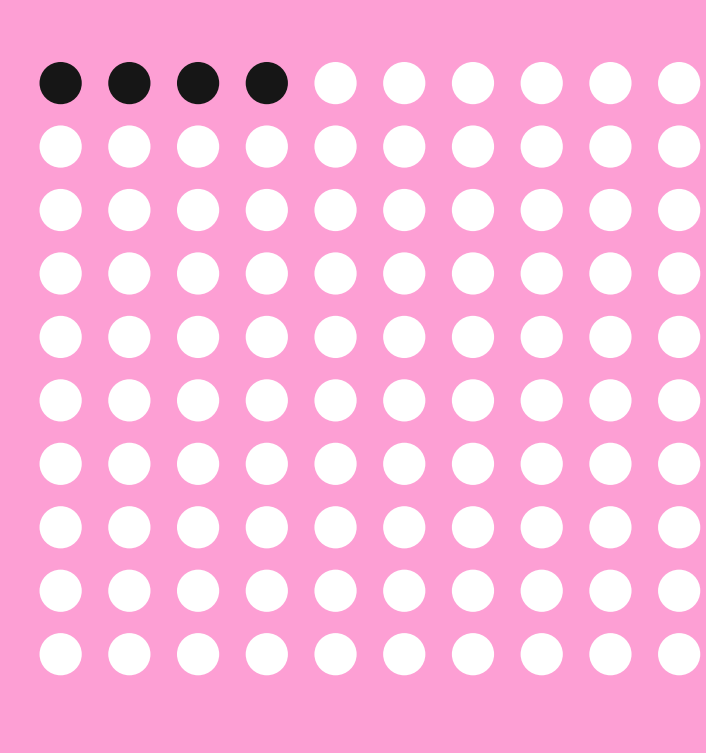
Cybereason

Paying the Ransom



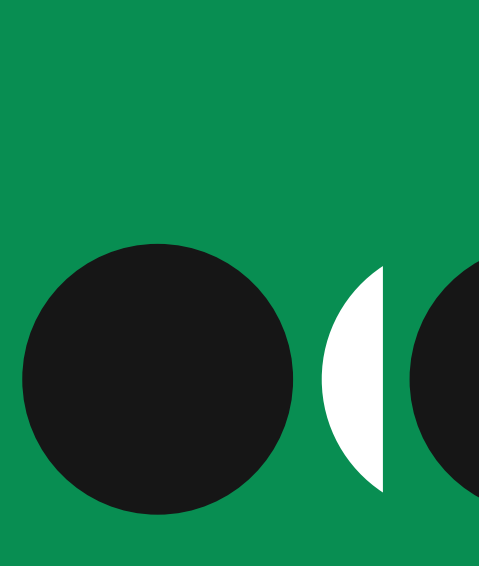
Companies that pay the ransom typically only get about **60%** of their data back

Fortinet



Only **4%** receive all of their data

Fortinet



80% of organizations who paid a ransom demand were hit by ransomware a second time

Cybereason

Back-Ups Beware

97%

of ransomware attacks attempted to infect backup repositories

72%

of cases using this strategy were at least partially successful

Veam

95%

of companies invested in an immutable data tier after their backups were infected

Resilience in the Face of Ransomware

Panzura prevents companies from losing valuable data.

Panzura CloudFS makes cloud object storage immutable so it's impervious to ransomware. Any edits made by attackers don't destructively replace the file data, but instead create new blocks. Your actual files can never be irreversibly encrypted because they can never be overwritten.

With Panzura, infected doesn't mean affected.

