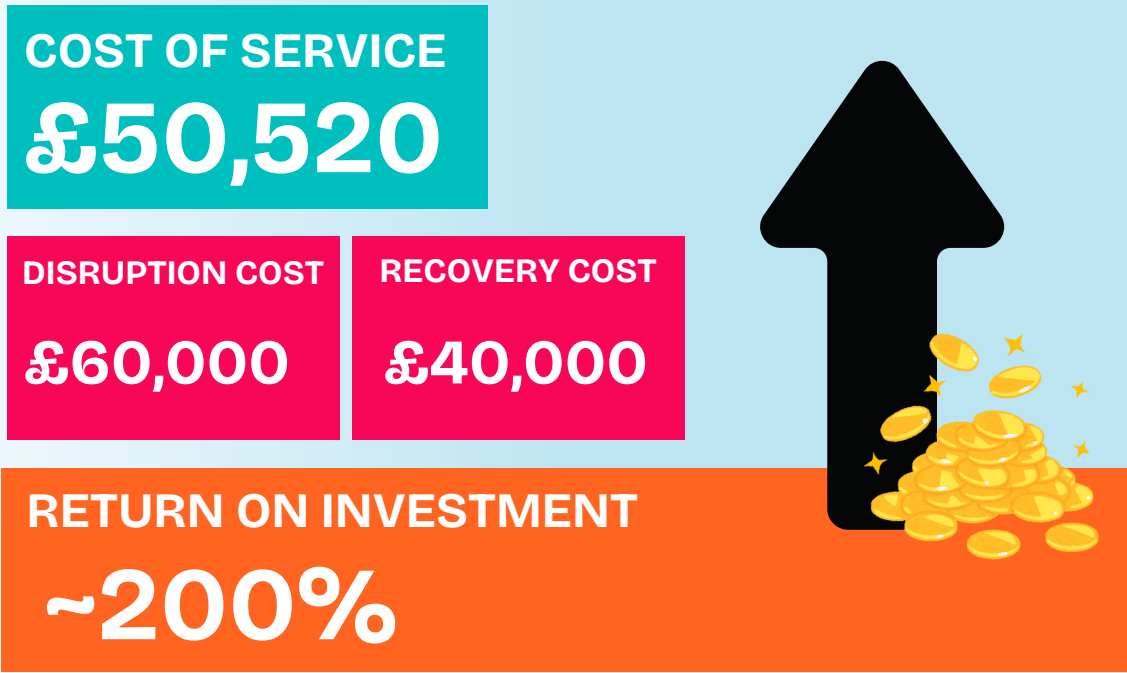


How to measure cybersecurity return on investment (ROI)

Measuring the effectiveness and return on investment (ROI) of your cybersecurity investment is important if you want to ensure you're allocating business resources wisely and protecting your assets from potential threats. To accurately gauge this, you must reassess your approach to risk evaluation, focusing on the **likelihood of vulnerability exploitation** and its **potential impact**.



Calculating Risk & ROI

Let's say in the next 12 months there's a **75% likelihood** of an external vulnerability, the impact this could have on your business is classified as **high (75%)**.

RISK EVALUATION FORMULA

$$\text{Likelihood} \times \text{Impact} = \text{Risk}$$

Example: A 75% chance of a vulnerability with a 75% impact gives a risk score of 56.25%.

ROI CALCULATION FORMULA

Imagine the cost of this attack to your business is £100,000 and the cost of a cybersecurity service is £50,520. You can figure out your ROI by using the formula below.

$$\text{ROI} = \frac{\text{Net return on investment}}{\text{Cost of investment}} \times 100$$

Example: £100,000 potential loss ÷ £50,520 investment = ~200% ROI.

Key Stats & Insights

48 hours

After a breach are the most crucial

79%

Of businesses are moving to products that use AI, automation and Machine Learning

7.5%

Average loss of stock after a cyber incident

Want to know more? Reach out to CloudGuard for your free 30 minute cyber consultation

Get in touch!