



Insights: Publications

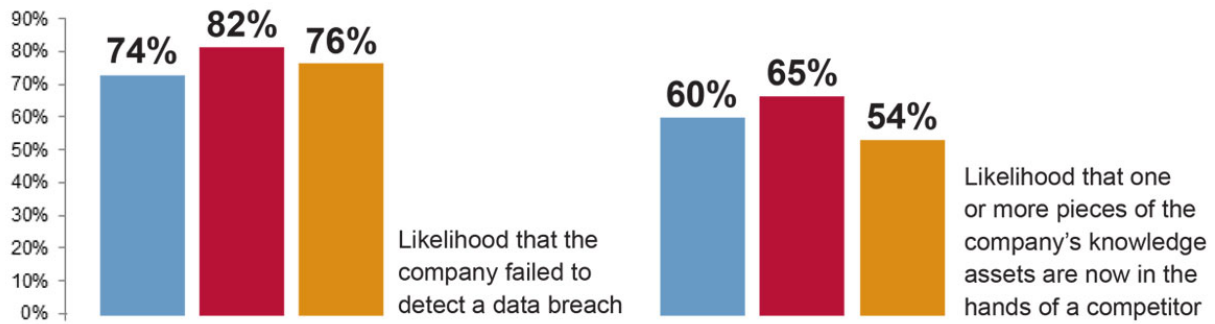
Companies Begin To Protect Their Key Assets

Co-authored by Kilpatrick Townsend & Ponemon Institute

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Written by **Jon Neiditz** and **Joel D. Bush**

FY2016 FY2017 FY2017 - High Performers



Maximum cost to recover from an attack against knowledge assets increases:

84% state that the maximum loss their organization could experience as a result of a material breach of knowledge assets is **> \$100 million**

Leading indicators of increased awareness include:

58%

of company boards of directors require assurances that knowledge assets are protected (up from 50% in 2016)

68%

of companies make the protection of knowledge assets an integral part of their IT security strategy (up from 62% in 2016)

Employee carelessness

is the most likely root cause of a knowledge asset incident, for the high performers and all respondents

41%

of companies require third parties to meet security requirements for the protection of knowledge assets (up from 31% in 2016)

61%

believe nation state attackers are targeting their company's knowledge assets (up from 50% in 2016)

Technologies

growing at the fastest rate include big data analytics, identity management and authentication and SIEM

The "high performers" who believe their organizations are most effective in protecting knowledge assets have:



Greater engagement
by senior management and boards



External audits
and customized training



Higher use of these technologies:



More success



access governance, privileged user
management and data loss prevention



in securing the highest value and
most difficult and underserved areas,
such as private communications

Responding to the ever-increasing targeted attacks on organizations' most vital confidential information – their “knowledge assets” – we partnered with the Ponemon Institute to publish *The Second Annual Study on the Cybersecurity Risk to Knowledge Assets*. The new study finds dramatic increases in threats and awareness of threats to knowledge assets and remarkable strides by high-performing firms.

Related People



Jon Neiditz

t 404.815.6004

jneiditz@ktslaw.com



Joel D. Bush

t 404.815.6074

jbush@ktslaw.com