



DATA CONTEXT: THE RANSOMWARE GAME-CHANGER



In a live simulation, 100 security leaders responded to a ransomware crisis. Their decisions were tracked first without data context, and then again after being provided with detailed data insights, revealing a dramatic and measurable shift in their approach.

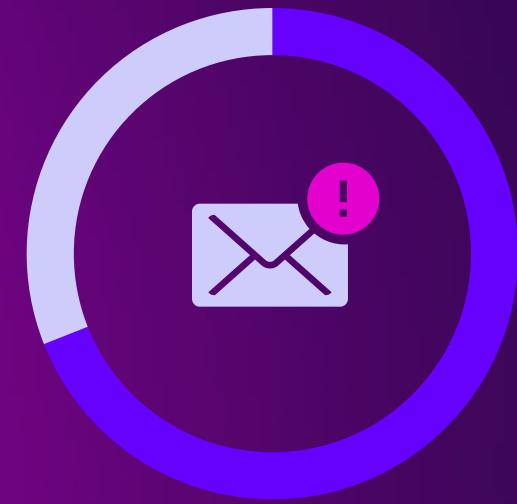
DECISIONS WITHOUT DATA CONTEXT



94%

VOTE TO SHUT DOWN SYSTEMS.

This decision was based solely on observing a suspicious activity spike.



69%

1.3 MILLION CUSTOMERS.

A massive over-notification planned due to uncertainty about the breach's scope



MOST LEADERS

LEAN TOWARDS PAYING THE RANSOM.

A common default reaction when critical information is missing.



91%

REFUSE TO PAY THE RANSOM.

They were confident the attackers never actually accessed the sensitive data.



76%

REDUCTION

Customer Notifications reduced by 76% to **312,000 → 312,000 Customers**

See where you are and get the roadmap for where you want to be with a full-scope data risk evaluation.

