



Why hackers will target intellectual property in 2017

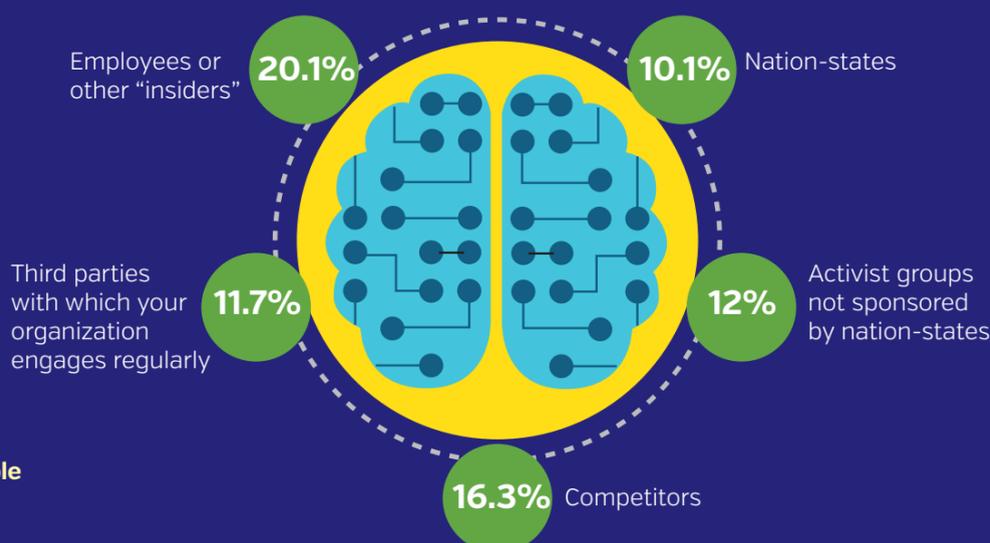
Intellectual property (IP) can comprise more than 80 percent of a company's value.

Deloitte Advisory Cyber Risk Services recently polled more than 2,500 professionals from top U.S. business sectors.* Respondents expect IP exposure to cyber thieves will rise sharply in the next 12 months. Sectors expected to be targeted include: power and utilities; telecom; industrial products and services; automotive; oil and gas; and real estate services. Contributing factors:

IP theft often goes unreported

IP theft rarely makes headline news, possibly because the immediate impact to the public is minimal. Has your company or organization been hit by IP theft in the past 12 months?

29.7% Don't know/not applicable



Data thieves are highly motivated

Trade secrets, proprietary business information and copyrighted data have material value in the cyber underground. Who is most likely to try to steal your intellectual property?

27.3% Don't know/not applicable



Recovery is complex

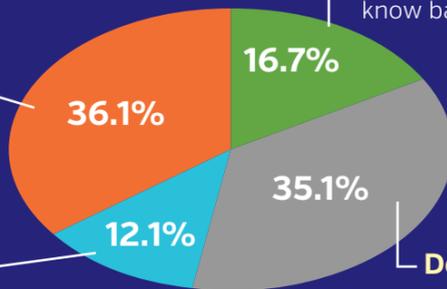
IP breach costs are indirect and hard to quantify; they go beyond customer notification, credit monitoring and legal issues. If your IP is stolen, what would be your toughest challenge?

Building - We're working to strengthen our security protocols and systems around IP.

Lacking - We do not have a defined program to protect and monitor access to IP.

Leading - Access to IP is very limited, on a need-to-know basis only

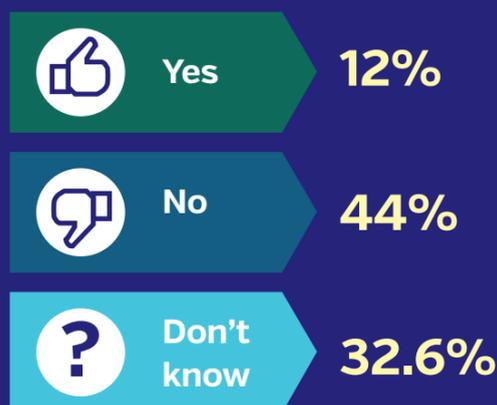
Don't know/not applicable



Unified defense is hard to enact

IP protection requires a comprehensive cyber-risk approach tying in software developers, IT staff, lawyers and insurers. How are you protecting your company's intellectual property?

11.4% Not applicable



*Poll respondents were from sectors including banking and securities (13.5 percent); technology (8.4 percent); investment management (6.1 percent); travel, hospitality and services (5.4 percent); insurance (5.1 percent) and retail, wholesale and distribution (5.0 percent).

Sources: "Cyberattackers and your intellectual property: Valuing and guarding prized business assets," and "The hidden costs of an IP breach: Cyber theft and the loss of intellectual property"