

Doing Nothing Could Mean Losing Everything: Are You Protecting Your Business?

LET'S GET INTO IT.

\$4.24
million

The cost of data breaches is rising.

In fact, 2021 marked **the largest cost increase (10%) in the last seven years**, bringing the global average total cost of a data breach to \$4.24 million USD.

To err is human - and could cost your business.



85% of breaches involve a human element, like phishing, stolen credentials, and human error¹.



People manage up to **50 accounts** protected by password credentials and must reset credentials **5 times per month** due to forgetfulness².

The increase in remote work has translated to more expensive breaches.

70% of people spent more time online than the previous year, creating 50% more accounts³.

The average cost of a breach at organizations with 81-100% of employees working remotely:

Remote Work Average
\$5.54 M

Average
\$4.21 M

24%

more expensive
for remote work organizations

Ready to get started with LastPass Business?

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\$180
per record

Personally identifiable information (PII) is targeted - and highly valuable.

Customer PII was the most common type of record lost, **included in 44% of breaches**. The cost of PII is \$180 USD per record.

Business accounts tend to be more insecure as employees grapple with password management.

Only **32% of people create strong passwords** for work accounts³.

"Too many passwords" is a key challenge for over one-third of large organizations⁴.

The average total cost of a data breach caused by business email compromise:

Business Account Average
\$5.01 M

Average
\$4.21 M

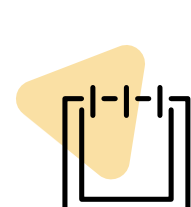
16%

more expensive
for business accounts

\$4.87
million

Time is of the essence.

The average cost of a data breach with a **lifecycle of over 200 days** is \$4.87 million USD.



The average number of days to identify and contain a data breach?

287
days

How can businesses protect themselves from costly breaches?

AN ENTERPRISE PASSWORD MANAGER.

Eliminate employee password reuse

Manage passwords from one place

Protect your employees' sensitive data

Share passwords simply and safely

LastPass Business reduces friction for employees while increasing control and visibility with an enterprise password management solution that is easy to manage and effortless to use.

With over 1 billion sites secured, 30 million users, and 85,000 Business customers, LastPass makes online security simple.

[Learn More](#)