Cybersecurity in Finance:

Protecting your digital transformation

Cyberattacks have become a global epidemic, what does it take to stay ahead?

$4.24M

The cost of a data breach in 2021 has **increased by 10% from 3.86 million to 4.24 million in 2021.**
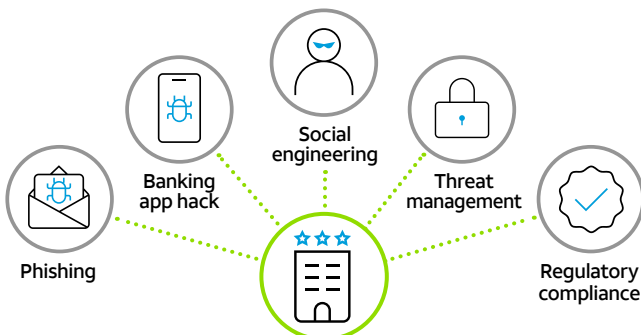
2021 IBM & Ponemon Institute Report

1.4x

A data breach in financial services is **1.4x more costly than in other industries.**
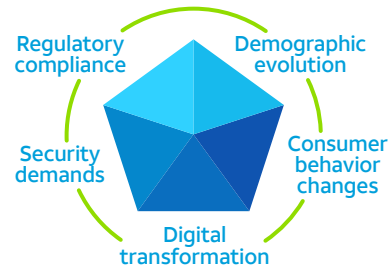
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78%

of survey participants said that they **would discontinue use of an app if they knew it was breached or hacked.**

COVID-19 Mobile Consumer Survey

Financial organizations need security solutions to stay ahead of the targeted threats and data breaches.
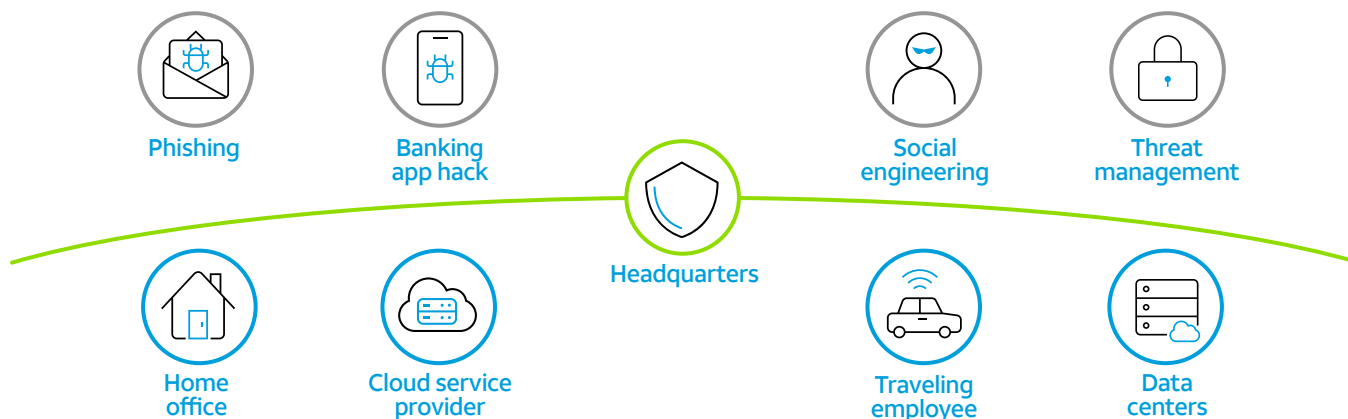
- Phishing
- Banking app hack
- Social engineering
- Threat management
- Regulatory compliance

Reputational damage is one of the biggest impacts following a data breach.

- Regulatory compliance
- Demographic evolution
- Security demands
- Consumer behavior changes
- Digital transformation

Customer experience continues to be the **top investment priority** as financial institutions look to digital technology to help them win and keep customers.

Bottom line protection is paramount in financial services. **Risk management, compliance, threat detection, and incident response are** critical components of the strategy.

Help protect your customer's data and improve their experience.

Phishing

Banking app hack

Social engineering

Threat management

Headquarters

Home office

Cloud service provider

Traveling employee

Data centers

Current security challenges	AT&T security solutions
Adhere to financial-specific industry regulatory requirements and compliance	• General Data Protection Regulation (GDPR) gap analysis • SWIFT Customer Security Program (CSP) • New York Department of Financial Services (NYDFS) consulting services • Risk assessment • Security maturity benchmarking
Protect sensitive customer information	• Penetration testing services • Managed Vulnerability Program (MVP) • Firewalls • Application shielding
Invest in employee education	• Security awareness and training • Social engineering assessment
Protect financial operations	• SOC (Security Operations Center) Transformation • DDoS defense • IoT cybersecurity consulting
Next-generation technology transformation	• SDN (Software-Defined Networking) consulting • Cloud security assessments • Cloud Security Alignment & Implementation Program
Detection and response to threats	• Incident response tabletop exercises • Incident response retainer • Threat manager

Safeguard your organization with a multi-layer approach powered by Threat Intellect®, advanced data analytics, to help protect against security breaches.

To learn more about AT&T Cybersecurity Consulting, visit www.att.com/security-consulting.