

WHO HAS YOU IN THEIR CROSSHAIRS?

criminals

motivation: Financial Gain

impact: Extortion of money, release of private information, operational disruption, brand and reputation damage

insiders

motivation: Personal advantage, monetary gain, revenge, Patriotism

impact: Loss of competitive advantage, trade secret disclosure, operational disruption, brand and reputation damage

hacktivists

motivation: Negatively impact reputation, draw attention to cause, pressure change

impact: Operational disruption, brand and reputation damage, loss of confidence

nation-states

motivation: Economic, political and/or military advantage

impact: Loss of competitive advantage, operational disruption, brand and reputation damage