
Interactive Cost Model Simulation

INDUSTRY: RETAIL
CUSTOMER: CLOTHIER LTD
















Clothier Ltd

www.clothier.com

Customer Inputs

 Industry / Sector	Retail 
 NAICS Code	44 (Industry Sector)
 Corporate HQ	UK 
 Revenue	\$13,300,000,000 
 Employee Count	81,000 
 PXI Data: (Protected or Sensitive Information)	32,000,000 

Interactive Cost Model



Clothier Ltd

www.clothier.com

Customer Inputs

Offsite Data Backup	<input checked="" type="checkbox"/>	YES	<input type="checkbox"/>	NO
Incident Response Plan	<input type="checkbox"/>	YES	<input checked="" type="checkbox"/>	NO
Business Continuity Plan	<input type="checkbox"/>	YES	<input checked="" type="checkbox"/>	NO
Sensitive PXI Encrypted at Rest	<input type="checkbox"/>	YES	<input checked="" type="checkbox"/>	NO
Sensitive PXI Stolen during Ransomware	<input type="checkbox"/>	YES	<input checked="" type="checkbox"/>	NO
Max Wire-Transfer Protocol (US \$)				\$0

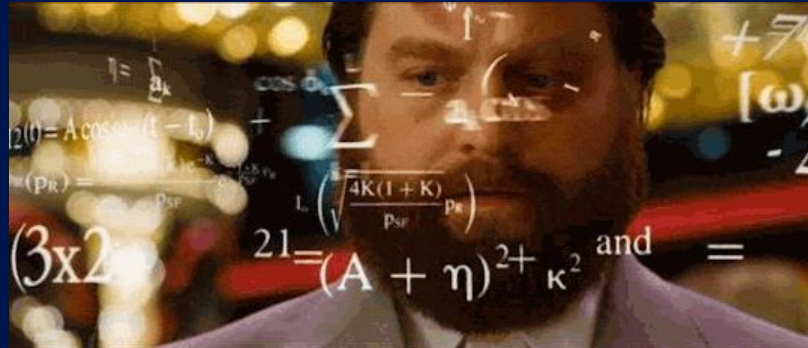


Interactive Cost Model



Clothier Ltd

www.clothier.com





Clothier Ltd

www.clothier.com

	Upper Bound	Expected Financial Impact (EFI)	Lower Bound
Total Ransomware	\$231.4M	\$54.9M	\$1.3M
Total Data Breach	\$316.9M	\$215.6M	\$12.8M
Total BEC	\$29.2M	\$10.6M	\$0.5M
Total Risk (Ransomware + Data Breach + BEC)	\$577.6M	\$281.2M	\$14.8M



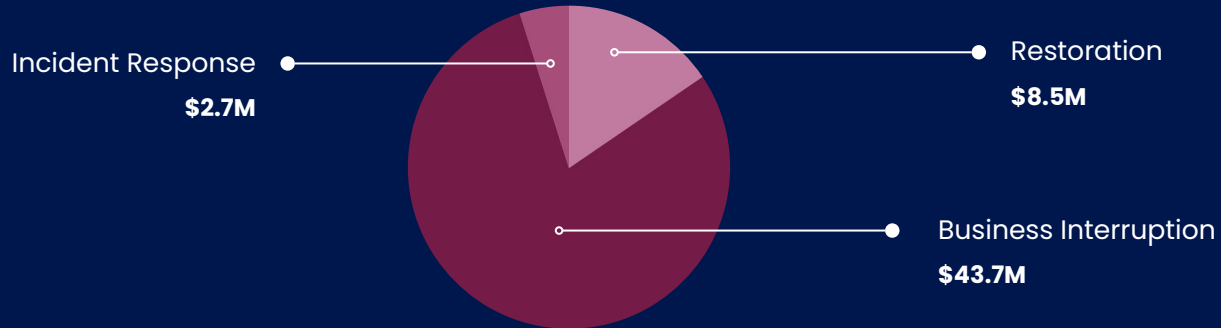
Clothier Ltd

www.clothier.com

Expected Financial Impact (EFI)

Total Ransomware

\$54.9M



What next?

1

These are not 'black box' numbers. Our model is bottom up and completely tunable for your business context. Read about our research methodology here:

[Product Sheet](#)

2

To get your company's financial risk profile, reach out to us at getintouch@safe.security



SAFE