



# The True Cost of Ignoring Threat Detection

Why Proactive Security is Essential for Enterprise Success



## The Rising Threat Landscape

11 seconds

The frequency of ransomware attacks globally

45%

Year-over-year increase in data breaches across industries

75%

of organizations will experience a cyberattack annually

Ignoring proactive security measures leaves enterprises vulnerable to attacks that can halt operations and erode trust.

## The Financial Impact of Inaction

Ignoring threat detection isn't just risky, it's costly:



- **Average Cost of a Data Breach:** \$4.45 million in 2023 (Ponemon Institute).
- **Ransomware Downtime Costs:** \$180,000 per hour on average.
- **Regulatory Fines:** Up to \$20 million or 4% of global annual revenue under GDPR.

Proactive security reduces costs by preventing incidents before they happen.

## Hidden Costs of Reactive Security



### Operational Downtime

Delayed responses lead to business disruptions and lost revenue.



### Eroded Customer Trust

64% of customers avoid companies that have experienced a breach.



### Compliance Failures

Non-compliance with industry standards like GDPR, PCI DSS, or HIPAA results in hefty fines and legal battles.



### Escalating Threat Complexity

Reactive measures fail to address evolving threats, increasing the risk of repeat incidents.

## Proactive Security = Business Resilience

Benefits of a Proactive Approach with C1



### Real-Time Threat Detection

Identify and respond to threats as they happen.



### 24/7 Monitoring & SOCaaS

Mitigate risks with around-the-clock protection.



### Regulatory Compliance Support

Stay audit-ready with tailored security solutions.



### AI-Driven Insights

Detect anomalies faster with predictive analytics.



### End-to-End Coverage

From firewalls to endpoint detection, ensure complete visibility.

## C1's Integrated Threat Defense Suite

How C1 empowers enterprises with proactive security:

### WAVES Security Assessments

Identify vulnerabilities before attackers do.

### Managed Services

Seamlessly integrate Cisco, Palo Alto, and hybrid-cloud solutions.

### C1 SOCaaS

AI-powered threat detection and incident response.

### Zero Trust Framework

Build resilient defenses with multi-layered security.

## Take Action Today

Ignoring the problem only increases the risks. Take control with C1's proactive security solutions.

Contact Us Now



Schedule a free consultation or security assessment and protect your enterprise from the threats of tomorrow.

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