

WHY APPLICATION SECURITY SHOULD BE A KEY PIECE OF YOUR INFORMATION SECURITY ARSENAL

As organizations look to tap innovation and turn **digital disruption** into an advantage, enterprise applications become critically important. Here's why application security should be one of your business's best practices:

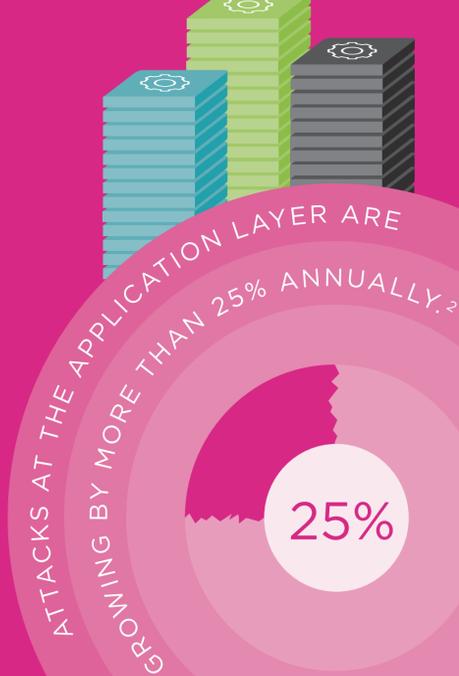
APPLICATION SECURITY IS SERIOUS BUSINESS

A typical \$500 million-plus enterprise has developed more than **3,079 APPLICATIONS!**

Cybercrime represents an average annual loss worldwide of more than **\$7.7 MILLION** per company.⁴



Business disruption, including lost employee productivity and outright failures, accounts for **39%** of the costs associated with information loss.³



THE REAL-WORLD RISKS OF UNPROTECTED APPLICATIONS ARE REAL



A compromised or infected web application can damage your brand and **betray customer trust.**



A competitor that steals **data and intellectual property** can gain a competitive advantage.



Social engineering, such as **spear phishing**, can lead to a breach and compromise enterprise data.



Bad or inconsistent coding practices create gaps, glitches and failures that lead to breaches and breakdowns.

63% of internally developed applications remain untested for critical security vulnerabilities, leaving companies exposed to potential cyberattacks.⁵



THE THREATS AREN'T OBVIOUS

In **60%** of data breach cases, attackers are able to compromise an organization within minutes.⁶

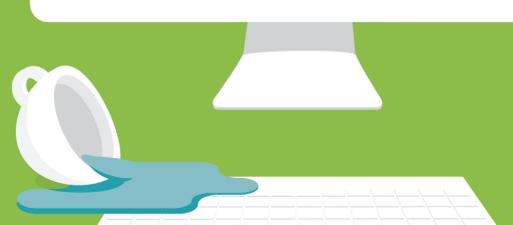
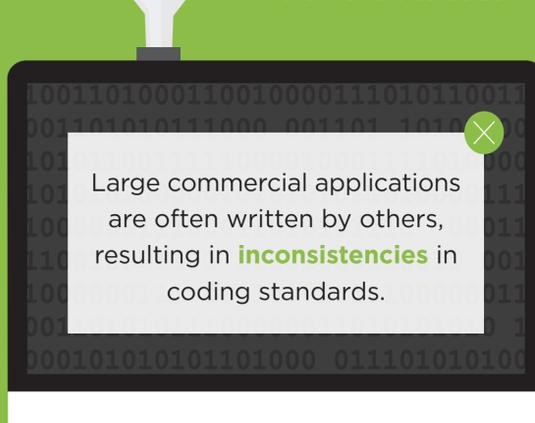


Internal applications that connect to enterprise and customer-facing apps may contain **unforeseen vulnerabilities.**

Internal apps and an IT framework may also contain components that were written by **outsiders.**



Tools such as **Java** and **Flash** may introduce vulnerabilities that make it easier to insert malicious code.



IT'S TIME TO BUILD YOUR APPLICATION SECURITY DEFENSES

Now that you have a better understanding of the danger of unprotected applications, you're ready to ratchet up the defenses you must have in place to protect your company.

Need help convincing others that you need AppSec? Check out our new guide, "How to Convince the Board That AppSec Is Your Most Productive Security Spend."

[Download Now!](#)



SOURCES

- ¹ The Application Enterprise Landscape, IDG Research, May - August 2014.
- ² Q3 2015 State of the Internet - Security Report, Akamai, Dec. 8, 2015.
- ³ Ibid.
- ⁴ 2015 Ponemon Institute Cost of Cyber Crime Study: Global, October 2015.
- ⁵ "When Leadership Gets on Board," Bob Bragdon, CSO, June 2014.
- ⁶ 2015 Data Breach Investigations Report, Verizon, April 2015.