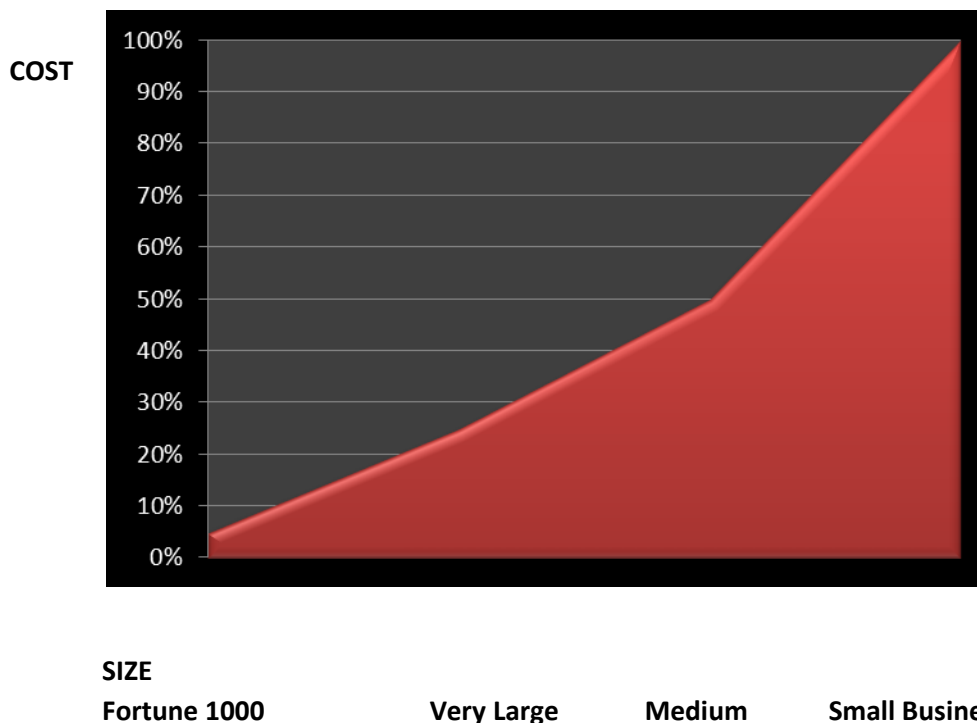# Hackers Shift Attacks to Small Firms

The cost of a single breach to a small firm could cause you to go out of business.

*See The Wall Street Journal, Running A Business, July 21, 2011, **Hackers Shift Attacks to Small Firms***

COST

SIZE

| Fortune 1000 | Very Large | Medium | Small Business |

According to John Chambers, CEO of Cisco, July, 2011, the cost of a successful breach or downtime to a very large organization such as a Fortune 1000 is still significant – approximately 3.9% of annual revenues, however, the smaller the business, the greater the cost.

Take the small business "Burger Me" who may have had plans to become the next large hamburger franchise…after a single breach, where hackers stole electronic credit card transaction information from the computerized cash register, over the internet, this single breach put Burger Me out of business.

The owner of City Newsstand says he's still paying off the $22,000 he spent on the investigations and security improvements to his business after a similar credit card breach – he is still digging his business out of the hole caused by this one, single PCI compliance breach.

Top security experts believe that this is an explosive trend.