

# Cyber Catalyst<sup>SM</sup> by Marsh<sup>SM</sup>

**Cyber risk** is one of the most **critical and costly challenges** organizations face today.

80% of organizations rank **cyber threats as #1 risk concern.**



**\$1 trillion**

Cost of cybercrime.



**145**

Average number of data breaches per company each year.



**\$26 billion**

Losses from social engineering and phishing attacks since 2016.

The **cybersecurity market** is **crowded and challenging to navigate.**



**\$150 billion**

Global annual spending on cybersecurity.



**\$5.5 billion**

Size of the global cyber insurance market.



**3,000+**

Cybersecurity vendors offering products and services.

## Cyber Catalyst<sup>SM</sup> by Marsh<sup>SM</sup>



Helps organizations make **smarter decisions about cybersecurity products and services.**

### How it works:

**1**

Cybersecurity vendors **submit products and services** for consideration.

**2**

Leading cyber insurers **evaluate cybersecurity offerings** that address major cyber risk.

**3**

Products and services considered **effective at reducing cyber risk are designated as Cyber Catalyst<sup>SM</sup>.**

Cyber Catalyst<sup>SM</sup> sparks **improved approaches and outcomes in cyber risk management.**



Organizations gain increased clarity and greater confidence in selecting cybersecurity solutions that can have a meaningful impact on reducing cyber risk.



Cybersecurity vendors get a high visibility platform to efficiently showcase their offerings to the market.



Cyber insurers apply their significant insights and experience to help organizations make more informed decisions about cybersecurity solutions.



Sources: Marsh Microsoft 2019 Global Cyber Risk Perception Survey, Oliver Wyman, Ponemon Institute/Accenture, Allianz Risk Barometer 2020, Gartner, Betterley Risk Consultants, Wall Street Journal/Momentum Cyber.

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