Cyber Risk vs Business Risk

Cyber Risk Measures the Threat. Business Risk Measures What It Means.

CYBER RISK

What could go wrong?

- Vulnerabilities
- Threat exposure
- Attack likelihood
- Exploitability
- Asset exposure
- Security control gaps
- Threat severity

BUSINESS RISK

What could it cost the business?

- Financial loss
- Revenue disruption
- Operational downtime
- Customer impact
- Regulatory consequences
- Reputational damage
- Strategic disruption

4 Ways Cyber Risk Becomes Business Risk

01 Financial

Cyber incident → Fraud, recovery costs, lost revenue

02 Operational

System compromise → Downtime, service disruption, productivity loss

03 Regulatory

Data exposure → Fines, investigations, compliance obligations

04 Strategic

Critical compromise → Delayed growth, customer loss, competitive impact