



# CYBER ATTACK PLAYBOOK

THEN

VS

NOW

THEN

NOW



ACCESS

Break in Through Malware, Phishing.



AI-driven malware and phishing are intensifying the threat landscape.

Valid account abuse dominates modern breaches.



SPEED

Days to weeks



Seconds to escalate

Fastest breakout time: **27 seconds.**



ATTACKERS

Highly skilled black-hat hackers with deep network expertise



Democratized cybercrime, toolkits and RaaS platforms enable anyone to launch attacks

Significant increase in the volume and frequency of attacks



AI ROLE

Defense tool



Weaponized by attackers

AI-driven phishing, automation, and evasion tactics.



TARGET

Systems & networks



Identity is the new perimeter

Majority of attacks exploit credentials.

## CYBER THREATS ARE UNIVERSAL,

BUT THEIR IMPACT IS UNIQUELY SEVERE ACROSS INDUSTRIES.

### TOP TARGETED INDUSTRIES (2026)



HEALTHCARE

**\$7.42M**

avg breach cost (2025)



FINANCIAL SERVICES

Deepfake + AI phishing driving fraud



MANUFACTURING

Ransomware hotspot as IT meets OT



PUBLIC SECTOR

High-volume hacktivism & disruption campaigns

