

# The Reality of Ransomware

## RANSOMWARE ATTACK COSTS APPAREL COMPANY \$100 MILLION IN LOST SALES

Here is a shocking (but unfortunately not uncommon) example of how a ransomware attack can paralyze a business. An apparel company revealed in an earnings statement that a ransomware incident prevented it from fulfilling product orders for three weeks during Q2 2022. The invasion derailed its ability to purchase new supplies, ship orders, and process payments. The attack was detected over the apparel maker's IT systems on May 24 and quickly disrupted the company's global supply chain. Ransomware is typically designed to encrypt fleets of computers and demands that victims pay "ransom" to gain back the function of their systems.

The company went through a lengthy and costly process to re-secure its data, rebuild critical systems, and combat the ransomware infection across various machines to recover from the attack. The identity of the ransomware group remains unclear, and it is still unknown if the company ever paid the ransom. Eventually, the company restored its IT systems, although it had to pay \$15 million to address the supply chain disruption.



## WHY RANSOMWARE DEFENSE IS IMPORTANT TO YOUR BUSINESS

The threat of ransomware attacks on your business is growing every day. In 2022, ransomware was the most frequently detected cyberattack worldwide, with **72% of businesses worldwide impacted by ransomware**. Protect your business, customers, and money today by defending your information and systems with the Microsoft Cloud.

