

Data gathered from the 2018 survey: Building a Threat Intelligence Program

Among organizations with threat intelligence programs,  
**78% blocked \$8.8 million**  
threats with high cost potential saved in the last 12 months

## Most important factors for evaluating the success of threat intelligence programs:

**67%**  
believe protecting  
**personal client information**  
is a primary concern

**59%**  
believe removing risks faced  
from **cyber crime activities**  
is a primary concern

**53%**  
believe protecting  
**monetary assets**  
is a primary concern

**Only 12%** believe avoiding **embarrassing, public disclosures** is a top-three factor

## Percentage of companies with threat intel programs, by industry, that blocked threats last year with potentially significant costs:

**90%**  
of **telecom and communications**  
respondents

**86%**  
of **retail and consumer product goods** respondents

**79%**  
of **high-tech**  
respondents

**81%**  
of **banking and finance**  
respondents

Only **63% of utilities** and **58% of manufacturing industries** said the same

**57%** of cybersecurity decision makers say they are **more susceptible** to cybersecurity threats in 2018 than 2017

# Methodology



# 351

**total responses**  
from cybersecurity  
decision makers in  
the United States



## FIELD DATES:

March 30th -  
April 4th 2018

APPROXIMATELY



**15 MINUTE  
ONLINE SURVEY**  
instrument (53 total questions)

Survey respondents  
were provided by  
Branded Research.  
Branded has a  
global reach of  
over **3 BILLION  
RESPONDENTS.**



**Overall margin of error  
+/- 5 POINTS**

at a **95%** confidence  
interval



Data Collected From ThreatConnect: *Building a Threat Intelligence Program Survey*



## About ThreatConnect

Designed by analysts but built for the entire team (security operations, threat intelligence, incident response and security leadership), ThreatConnect's intelligence-driven security operations platform is the only solution available today with intelligence, automation, analytics, and workflows in a single platform. Centralize your intelligence, establish process consistency, scale operations, and measure your effectiveness in one place. To learn more about our threat intelligence platform (TIP) or security orchestration, automation, and response (SOAR) solutions, visit: [www.threatconnect.com](http://www.threatconnect.com).