

**5** Critical

# RANSOMWARE STATISTICS

Every MSP Should Know



Infrascale™ © | +1.877.896.3611 | [www.infrascale.com](http://www.infrascale.com)

## 5 Critical Ransomware Statistics Every MSP Should Know

As ransomware threats grow in frequency and sophistication, it's more critical than ever for MSPs to educate clients and prospects on the risks these attacks pose.

To determine the current state of ransomware, we surveyed the responses of 2,630,332 people in the U.S. over the course of a year, ending 28 October 2024. The results of this survey reveal key trends based on online engagement levels and reflect what people describe about their experiences.

**The result :** essential ransomware statistics MSPs can leverage to highlight cybersecurity vulnerabilities, propose tailored solutions, and showcase their value as trusted advisors – all to gain new customers looking for ransomware protection.

## Eye-Opening Statistics to Educate Your Clients

### 1 Ransomware Payments Soared to \$1.1 Billion in 2023



In 2023, organizations in the U.S. paid a staggering \$1.1 billion to ransomware attackers—a sharp reminder of the high stakes involved and the critical need for proactive defenses.

**Key Takeaway for MSPs :** This demonstrates the increasing financial strain ransomware places on businesses. For MSPs, this is an opportunity to position advanced ransomware protection and recovery solutions as a cost-saving measure.

**Action Step :** Highlight how your Backup and Disaster Recovery (BDR) solutions and proactive monitoring services protect businesses from joining this billion-dollar statistic.

## 2 The Majority of Ransomware Incidents Exceed \$10,000

According to the 2023 Verizon Data Breach Investigations Report, the financial impact of ransomware has skyrocketed, with 70.7% of cases costing over \$10,000. Alarming, nearly 20% of incidents exceed \$500,000, making it essential to communicate the steep financial consequences to stakeholders.



**Key Takeaway for MSPs :** Many clients underestimate the cost of ransomware until it's too late. These numbers underscore the importance of a proactive investment in cybersecurity.

**Action Step :** Use these statistics during client consultations to justify the ROI of your services. Show how investing in ransomware protection saves businesses from devastating financial losses.

## 3 Only 21.7% of Organizations Use Regular Backups



According to the 2023 Verizon Data Breach Investigations Report, the financial impact of ransomware has skyrocketed, with 70.7% of cases costing over \$10,000. Alarming, nearly 20% of incidents exceed \$500,000, making it essential to communicate the steep financial consequences to stakeholders.

**Key Takeaway for MSPs :** Most businesses are unprepared for ransomware, leaving them vulnerable to prolonged downtime and data loss.

**Action Step :** Educate clients on the importance of automated, regular backups. Implement a 3-2-1 backup strategy to ensure data is stored securely across multiple locations.

## 4 Small Businesses Are the Most Vulnerable

Small businesses, often constrained by tight budgets and lacking cybersecurity awareness, are hit hardest by ransomware, accounting for 32.9% of reported attacks. This highlights an urgent need for MSPs to deliver tailored solutions for this high-risk group.



**Key Takeaway for MSPs:** SMBs present a significant growth opportunity for MSPs, as they often lack in-house expertise to combat ransomware threats.

**Action Step:** Develop affordable cybersecurity packages specifically tailored to small businesses, emphasizing solutions like endpoint protection, employee training, and incident response planning.

## 5 Healthcare, Technology, and Retail Dominate Ransomware Targets



Industries managing sensitive data, such as healthcare (27.7%), technology (22.1%), and retail (15.2%), are top targets. The average healthcare data breach costs \$10.93 million, making this sector particularly lucrative for attackers.

**Key Takeaway for MSPs:** Industries with high-value data are in desperate need of comprehensive protection, creating a demand for MSP expertise.

**Action Step:** Tailor your messaging and solutions to the unique needs of these industries. Highlight your expertise in compliance and secure data management to appeal to these lucrative sectors.

## Protect Your Customers from Ransomware

Ransomware attacks are escalating in frequency and sophistication, presenting significant challenges for businesses. MSPs can position themselves as trusted advisors by implementing effective strategies to reduce client risk exposure and ensuring business continuity.



### 1 **Promote Regular and Automated Backups**

Encourage clients to adopt automated, regular backups to safeguard critical data. Stress the importance of encryption and storing backups securely offline or in isolated environments to prevent ransomware from compromising backup systems.

**Key Insight:** Hybrid backup solutions that combine local and cloud storage offer enhanced resilience, ensuring data remains accessible and secure even during an attack.

### 2 **Validate Backups Through Testing**

Regularly test and validate backup systems with simulated recovery scenarios to ensure reliability in a crisis. This proactive step builds client confidence and reinforces your value as a cybersecurity expert. Caution

**Key Insight :** EPartner with a BDR vendor that allows independent access to your clients' data for backup, testing, and recovery. Avoid vendors with complex processes or hidden fees that can hinder your ability to respond quickly.

### 3 **Implement Rapid Recovery Solutions**

Equip your clients with clear, documented recovery procedures and the necessary tools to minimize downtime during an attack. Highlight the ROI of swift recovery, both in financial terms and operational continuity.



**Key Insight :** Downtime can severely impact businesses. Offer tools that enable near-immediate recovery, underscoring your role in ensuring business resilience.

**Key Insight :** Position yourself as a thought leader by hosting regional webinars, writing blogs, or offering local workshops on ransomware prevention.

## **4** Offer World-Class Support

STEP

Partnering with providers that offer easy access to expert technical support ensures efficient recovery when disaster strikes.

**Key Insight :** Outstanding service to clients starts with outstanding support from your vendors. Highlight how these partnerships empower you to deliver exceptional service and minimize disruption.

## **5** Educate Clients on Ransomware Trends

STEP

Leverage these statistics and real-world examples during consultations to make the risks tangible for your clients. Visualize the cost of inaction versus the benefits of proactive protection with case studies or industry reports.

## Turn Ransomware Risks Into Opportunities

Ransomware isn't just a cybersecurity challenge—it's an opportunity to establish your role as a valuable strategic partner. By staying informed, educating stakeholders, and offering cutting-edge solutions, MSPs can mitigate ransomware threats while demonstrating their indispensability.

**Take Action Now :** Make ransomware prevention a core part of your strategy. Ensure your clients and prospects see you as the proactive, trusted advisor they need to navigate today's evolving cybersecurity landscape.

**MSP Opportunity:** Position yourself as a thought leader by hosting webinars, writing blogs, or offering workshops on ransomware prevention.





## Grow Your Business : Turn Ransomware Risks Into Opportunities

Ransomware isn't just a cybersecurity challenge—it's a chance to solidify your role as a client's strategic partner. By staying informed, educating stakeholders, and implementing cutting-edge solutions, MSPs can mitigate ransomware threats while showcasing their indispensability.

**Final Action Step:** Ensure your clients and prospects see you as the proactive, trusted advisor they need to navigate today's volatile cybersecurity landscape by making ransomware prevention a cornerstone of your business.



Infrascale's Award-Winning Support: Trusted by Partners, Loved by Customers



Infrascale HQ  
12110 Sunset Hills Road, Suite 600  
Reston, VA 20190  
United States

Contact us:



877-896-3611



[www.infrascale.com](http://www.infrascale.com)



[team@infrascale.com](mailto:team@infrascale.com)