

Marketing Collateral Statistics

Business Risk Statistics

1. Small business lawsuit statistics say that between 36% and 56% of small businesses are involved in some type of litigation every year.
2. Litigation addiction in the United States costs small businesses more than \$100 billion each year ([Source](#))
3. 43% of small-business owners reported having been threatened with or involved in a civil lawsuit.
4. A study of tort liability costs for small businesses indicates that litigation costs small businesses in America over \$105 billion per year.
5. The total annual cost of lost U.S. productivity attributable to health-related conditions exceeds \$225 billion, with the cost of presenteeism estimated at more than \$150 billion, or two-thirds of the total," ([Source](#))
6. Employee depression alone costs U.S. companies \$35 billion a year in reduced performance." ([Source](#))

Additional Resources:

- <https://www.latimes.com/business/la-xpm-2013-may-08-la-fi-mo-absenteeism-costs-business-84-billion-a-year-20130508-story.html>
- <https://www.globenewswire.com/news-release/2018/11/15/1652374/0/en/Poor-Health-Costs-US-Employers-530-Billion-and-1-4-Billion-Work-Days-of-Absence>

[nce-and-Impaired-Performance-According-to-Integrated-Benefits-Institute.html](#)

Cyber Security Statistics

Our experienced professionals work diligently with customers to protect employees, intellectual property and infrastructure from cyber-related threats, and to manage cyber risk.

1. 62% of businesses experienced phishing and social engineering attacks in 2018. ([Cybint Solutions](#))
2. 68% of business leaders feel their cybersecurity risks are increasing. ([Accenture](#))
3. Only 5% of companies' folders are properly protected, on average. ([Varonis](#))
4. Data breaches exposed 4.1 billion records in the first half of 2019. ([RiskBased](#))
5. 71% of breaches were financially motivated and 25% were motivated by espionage. ([Verizon](#))
6. 52% of breaches featured hacking, 28% involved malware and 32-33% included phishing or social engineering, respectively. ([Verizon](#))
7. Between January 1, 2005 and April 18, 2018 there have been 8,854 recorded breaches. ([ID Theft Resource Center](#))

8. While overall ransomware infections were down 52%, enterprise infections were up by 12% in 2018. ([Symantec](#))
9. The top malicious email attachment types are .doc and .dot which make up 37%, the next highest is .exe at 19.5%. ([Symantec](#))
10. By 2020, the estimated number of passwords used by humans and machines worldwide will grow to 300 billion. ([Cybersecurity Media](#))
11. Security breaches have increased by 11% since 2018 and 67% since 2014. ([Accenture](#))
12. Hackers attack every 39 seconds, on average 2,244 times a day. ([University of Maryland](#))
13. The average cost of a data breach is \$3.92 million as of 2019. (Security Intelligence)
14. The average cost of a ransomware attack on businesses is \$133,000. (SafeAtLast)
15. 34% of data breaches involved internal actors. (Verizon)
16. 51% of businesses experienced denial of service attacks in 2018. (Cybint Solutions)
17. 61% of organizations have experienced an IoT security incident. (CSO Online)
18. 43% of breach victims were small businesses. (Verizon)

Instructional Design Statistics ([Source](#),

We consult with customers to design and develop custom, effective training solutions.

Together, we create experiences that ensure a learner retains information and recalls it when they need it.

1. 77% Of US Companies Used Online Learning In 2017
2. Comprehensive Training Programs Lead To A 218% Higher Revenue Per Employee
3. Data Suggests That When Employers Spend \$1,500 Per Employee Per Year On Training, They Achieve Improvements In Profit Margins Of Around 24%
4. For Every Dollar Spent On eLearning, Companies Make Back \$30 In Productivity
5. 72% of organizations believe that eLearning puts them at a competitive advantage
6. Actively Engaged Workforces Deliver 2.6 Times The Earnings-Per-Share Of Their Unengaged Counterparts

eLearning Statistics ([Source](#))

1. The worldwide e-learning market is projected to be worth \$325 Billion in 2025.
2. In 2017, approximately 77% of US corporations used online learning, but 98% planned to incorporate it in their program by 2020.

3. The US e-learning market could grow by \$12.81 billion between 2020 and 2024.
4. E-learning increases retention rates by 25% to 60%.
5. The corporate e-learning market could increase by \$38.09 billion between 2020 and 2024.
6. E-learning has led to an increase in income for 42% of US organizations.
7. A survey of 2,500 companies found that those with “comprehensive training programs” have 218% higher revenue per employee and 24% higher profit margins.
8. IBM saved approximately \$200 million after switching to e-learning.

Physical Security Statistics ([Source](#))

We offer world-class physical security support and services, from risk assessments to armed guard services. We understand the multiple layers of interdependent systems required for effective physical security programs.

1. There are an estimated 27 million active shoplifters in the United States, and only 1 in 48 are caught, according to the [National Association for Shoplifting Prevention](#).
2. A shoplifter typically steals \$2-\$200 worth of merchandise at a time, often on impulse

3. Losses in the retail industry total \$35 million per day, adding up to more than \$13 billion per year
4. Adults make up 75% of shoplifters, with men and women equally represented; habitual stealers do so an average of 1.6 times a week
5. According to the [National Retail Federation](#), ORC results in losses of \$777,877 per \$1 billion in sales.
6. \$50 billion is stolen by employees at U.S. businesses annually, which equals 7% of annual revenue, according to [Statistic Brain Research Institute](#):
7. At least 75% of employees have stolen at least once from their employer
8. 5% have done it at least twice
9. About 33% of bankruptcies can be attributed to employee theft
10. On average, it takes two years to detect fraudulent activity. And 25% of the time, the amount stolen is \$1 million or more.

Example Use

Windwalker | Cybersecurity

Hackers attack every 39 seconds

Whatever business you're in, you and your data is at risk from cyber-related threats. Our experienced professionals work diligently to protect your information, employees and intellectual property. **We get you ready.**

Windwalker | Instructional Design

Training Programs Lead To A 218% Higher Revenue Per Employee

The best businesses are using eLearning and online training programs to keep their employees productive and happy. Let our team of experienced professionals design and implement a comprehensive learning solution that sets your team up for success. **We get you ready.**

Windwalker | Professional Services

43% of small-business owners have been sued or threatened to be sued.

The numbers are in, and there's a strong chance you'll be sued in your business career. It pays to prepare for the worst and plan for the best. We're experts at mitigating your risk, protecting your interests and avoiding litigation. **We get you ready.**

Windwalker | Physical Security

At least 75% of employees have stolen at least once from their employer

Learn how to protect your physical and digital assets from employees and third-parties from the team that understand physical security better than anyone else. From risk assessment all the way to armed guard services, **we get you ready.**

