

# The ROI of Operational Efficiency in Privacy Incident Management

## Incident Response Management Challenges

- Decreasing the time spent on incident intake, assessment, and reporting
- Increasing the consistency of the incident management processes and outcomes
- Reducing the chances of damage to business partnerships and brand reputation

HOBSON & COMPANY

Hobson & Company, a research firm that specializes in Return on Investment (ROI) and Total Cost of Ownership (TCO) studies, worked with RadarFirst to quantify the value of an automated incident response management solution.

## TANGIBLE VALUE OF AUTOMATED PRIVACY INCIDENT MANAGEMENT

### Save Time & Cost

#### Reduce time spent on incident assessment

RadarFirst provides automated decision-support guidance, leading users through a consistent, intuitive process for investigating, profiling and scoring data privacy incidents to determine whether the incident is a breach, and provides all documentation to support an organization's burden of proof obligation under breach laws.

Customers interviewed reported the potential for:

  **50% REDUCTION** in time spent on incident assessment

“As much as an 80-90% reduction in time spent on assessments; could take 3-4 hours per state before and now takes just minutes.”

— Privacy Compliance Officer

### Reduce Risk

#### Reduce the risk of investigations and fines

RadarFirst enables organizations to: bring consistency and efficiency in conducting automated, multifactor risk assessments; comply with data breach notification laws using its patented Breach Guidance Engine™; and stay current with ever-changing breach notification rules and obligations, helping to mitigate the risk of potential fines or investigations in the future.

Customers interviewed reported the potential for:

  **1 less fine/investigation (equivalent to \$1.68M)**  
**REDUCTION** in the potential number of fines/investigations over the next five years  
\*Average OCR fine in 2019 (Source: OCR Resolution Agreements and Civil Money Penalties)

“More consistent, documented outcomes with RadarFirst can help reduce the risk of breaches and fines.”

— Privacy Manager

### Build Trust

#### Reduce time spent on unnecessary notifications

RadarFirst's patented technology ensures consistent, efficient and objective scoring of incidents. An incident-specific heat map quantifies the sensitivity of the data and the severity and likelihood of harm and generates a response plan.

There is the potential for:

  **90% REDUCTION** in time spent on unnecessary notifications

When a compliant multi-factor risk assessment is performed on all privacy incidents, a small percent rise to the level of a breach, less than 10%.

(Source: Anonymized incident metadata available for analysis within the RadarFirst platform)