

“Proactive cybersecurity”

Dalos Ottó és Magyar Sándor

- Proactive or reactive? Why?
- Opening thoughts
- Round Table discussion



HTE 2025. november 4-5.
Esztergom
INFOKOM 2025
Grand Hotel Esztergom

▶ 2025. november 5.

**MEGELŐZNI A JÖVŐT
– PROAKTÍV BIZTONSÁG
AZ AI KORÁBAN**

**KEREKASZTAL:
PROAKTÍV CYBERSECURITY**

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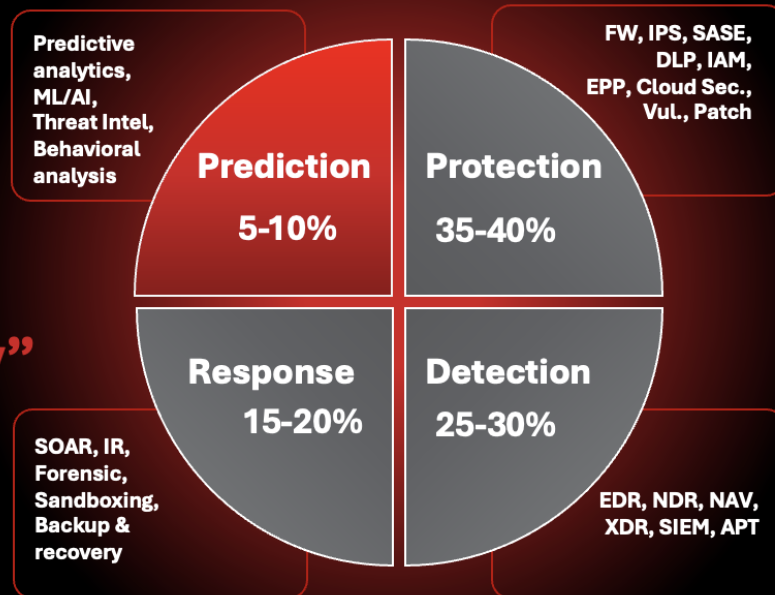
Hári Krisztián
Yettel

Oláh István
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Lukács Gábor
Hungarocontrol

Investments in Security Stack

**Too little
forward looking –
“proactive security”**



**Heavily invested in
“reactive tech”**

General breakdown of how much emphasis vendors and the industry place on each phase of NIST.

"Proactive Security - The Only Choice for the Future"

The Crisis We Face Today:

 **88% of cybersecurity breaches are caused by human error**

- 68% of breaches involve a human element (2025)
- Only 0.05% of cybercriminals are ever prosecuted

The Cost of Waiting

- Global average data breach cost: **\$4.44M in 2025**
- US breach costs hit an all-time high: **\$10.22M per incident**
- Average time to identify a breach: **181 days**
- Average breach lifecycle: **241 days** (identification to containment)

Reactive vs Proactive: The Numbers Don't Lie.

Reactive Security (Wait & React)

Direct costs over 10 years: \$17M 💡

Ransomware payments: \$50K - \$500K per incident

Emergency response: \$150-200/hour (24/7)

61% of small businesses shut down within 6 months of major breach

5-10 days average downtime per attack

Proactive Security (Prevent & Protect)

Direct costs over 10 years: \$8M ✅

53% cost reduction compared to reactive approach

Predictable annual investment: \$40K-150K

Security AI reduces breach costs by **34%** (saving \$1.9M average)

Organizations with zero-trust see **\$1.76M less** in breach costs

The Future is Proactive: Why It's No Longer Optional

Threat Landscape Reality

Security breaches up **75% year-over-year** in 2024
Organizations face average of **1,876 attacks per quarter**
46% of organizations now suffer from "cyber fatigue"
820,000 IoT attacks per day in 2025

The Proactive Advantage

Early threat detection saves **\$397K - \$1.37M per breach**
Companies with proactive security save **30% more** than reactive strategies
Security-first approaches deliver 60% cost savings
Faster incident response reduces costs by **23%**

Call to Action: The Choice is Clear

"The most expensive part of a cyber attack is not the immediate damage, but the lost opportunities, reputational harm and costly recovery process – consequences that can be avoided with a proactive cyber-security strategy."

Proactive security isn't just about preventing attacks – it's about:

-  **Predictable costs** vs. devastating surprises
-  **Business continuity** vs. operational chaos
-  **Customer trust** vs. reputational damage
-  **Growth enablement** vs. survival mode

The question isn't whether you can afford to invest in proactive security.

The question is: Can you afford NOT to?

Felvezető előadások:

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