

FROM UNKNOWNNS TO NUMBERS: QUANTIFYING CYBER RISK FOR SMARTER DECISIONS!

The Cost of “Not Knowing”



For years, executives have asked the same question: “If a cyber incident happens tomorrow, what will it cost us?” Too often, the answer is a shrug or an abstract discussion filled with acronyms. Cyber risk remains a black hole for many organizations, leaving leaders unable to budget effectively, negotiate insurance confidently, and prioritize investments.

But risk doesn’t have to remain theoretical. With today’s tools, organizations should quantify exposure in dollars and cents—transforming uncertainty into actionable intelligence.

1 Why Annual Assessments Fail

Think about how a grocery store manages inventory. Walmart and Amazon track inventory in real time. Yet many businesses still treat cyber risk like a once-a-year stock count.

- Annual PDF reports leave blind spots 364 days of the year. These are only a “point in time” assessment.
- Risk Registers that are static and in spreadsheets cannot keep pace with evolving threats.
- Tool fatigue creates fragmented data silos that require humans to stitch together.

The result? Leadership is forced to make multimillion-dollar decisions without timely, reliable inputs.

3 Key Questions for Every Board

- Can we instantly name our top five risks today?
- Do we know the financial exposure tied to each one?
- Are we confident our cyber insurance truly covers us, and what is the gap?

If the answer is “no,” your business is operating with blind spots. Quantification is the new standard of oversight.

2 Turning Risk into Measurable Value

Cyber risk quantification changes the conversation by connecting cybersecurity to financial impact.

Instead of vague threats, executives see:

- Top five risks of the day ranked by likelihood and dollar loss.
- Exposure by business unit or line of business.
- Benchmarks against risk tolerance, appetite, and capacity.

A \$300M organization, for example, may face a \$29M liability, equal to two years of EBITDA.

Numbers like these sharpen decision-making and justify budgets.

4 Takeaway

By moving from unknowns to numbers, organizations can finally align security with strategy, avoid surprises, and ensure every dollar spent on cybersecurity delivers measurable value.

Prelude Solutions with Maxxsure can help quantify your cyber risk to make smarter, more informed decisions.