

A \$680K investment returns on average **630% annually**.*

ACME Industries, Inc.'s Average Window of Exposure leaves known vulnerabilities exposed for **2.5x as long as the all-company average**, indicating greater risk. This leaves ACME Industries, Inc. with a material-loss risk profile that is **riskier than 55% of conglomerates peers**. This customer report demonstrates potential ROI from hyper-prioritization and autonomous remediation across 3 modeled scenarios.

ACME INDUSTRIES, INC.

~1 in 6

chance of a material loss event in any given year

55% of peers are less likely to experience a loss event



TYPICAL PEER

~1 in 7

chance of a material loss event in any given year

Average among conglomerates peers

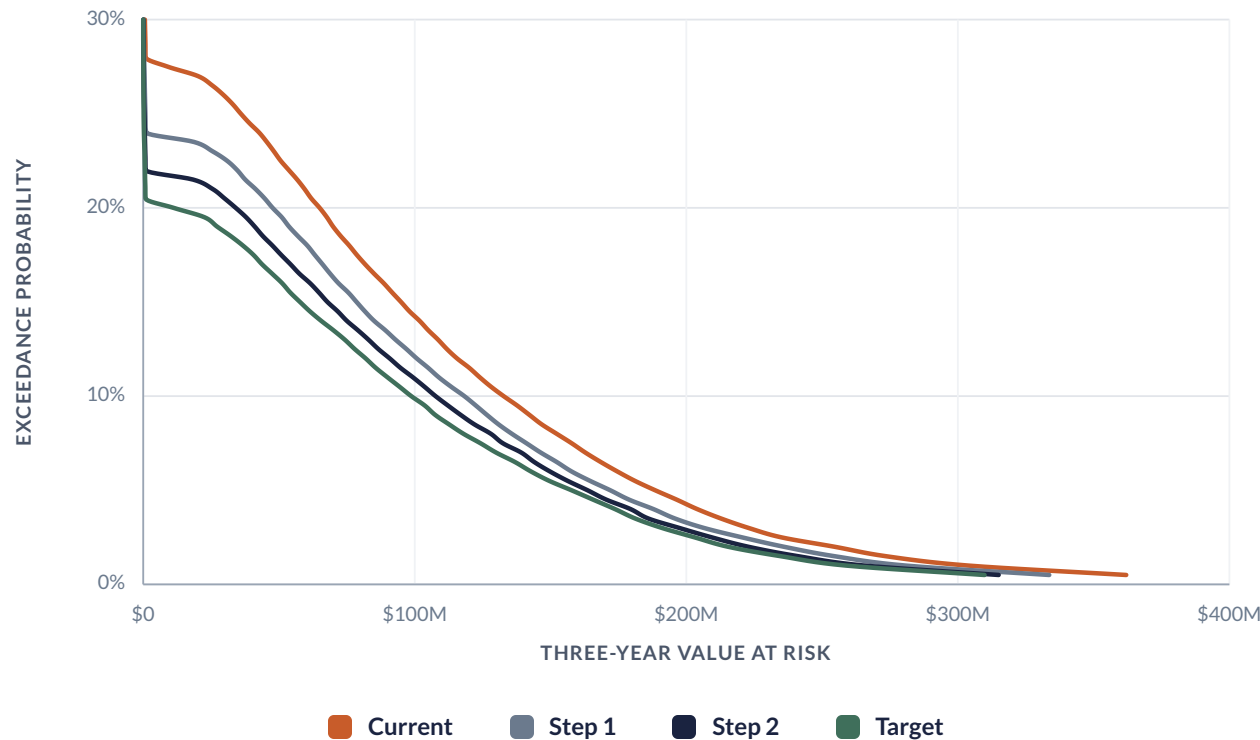


AVG WINDOW OF EXPOSURE	1-IN-20 THREE YR LOSS	1-IN-100 THREE YR LOSS
70 days worse than the 28d average across all companies	\$189M	\$304M

STEP 1 Autonomous remediation • partial scope • 50%	STEP 2 Autonomous remediation • full scope • 75%	TARGET Autonomous remediation • maximum scope • 99.5%
70 → 28 days AWE Reaching the all-company average	70 → 14 days AWE Reaching top-quartile performance	70 → 8 days AWE Reaching elite exposure performance
Avoided annual loss \$1.84M	Avoided annual loss \$2.85M	Avoided annual loss \$3.49M
1.1 FTEs redeployed • \$300K each \$0.33M	3.1 FTEs redeployed • \$300K each \$0.93M	4.9 FTEs redeployed • \$300K each \$1.47M
Annual investment -(\$680K)	Annual investment -(\$680K)	Annual investment -(\$680K)
Total net benefit within one year \$1.49M	Total net benefit within one year \$3.1M	Total net benefit within one year \$4.29M
ROI 220% PAYBACK IN 3.8 mo	ROI 460% PAYBACK IN 2.2 mo	ROI 630% PAYBACK IN 1.6 mo

Value at Risk Decreases Across Each Investment Scenario

Each curve shows the probability of exceeding a given three-year value at risk for your **Current** risk posture and each remediation scenario.



Age of Frontier Models: ROI Scales with Hyper-Prioritization & Autonomous Remediation

AI-powered detection is finding more vulnerabilities than ever. More inbound vulns stress the remediation pipeline by degrading the patching rate. The backlog grows because discovery outpaces the declining patch rate. Hyper-prioritization and autonomous remediation close that gap at scale. The tables below show how ROI scales in Frontier Model escalation even when vuln backlog increases by multiple factors and the AWE increases from the current to more degraded levels.

STEP 1 EFFORT					STEP 2 EFFORT					TARGET EFFORT				
Autonomous remediation • partial scope • 50%; Restoring Degraded AWE to 28 days					Autonomous remediation • partial scope • 75%; Moving Degraded AWE to 14 days					Autonomous remediation • partial scope • 99.5%; Moving Degraded AWE to 8 days				
VULN BACKLOG	DEGRADED AWE				VULN BACKLOG	DEGRADED AWE				VULN BACKLOG	DEGRADED AWE			
		76.3d	101.5d	133d			76.3d	101.5d	133d			76.3d	101.5d	133d
	8.0x	750%	1.1K%	1.3K%		8.0x	1.2K%	1.5K%	1.7K%		8.0x	1.6K%	1.9K%	2.2K%
	4.0x	560%	680%	900%		4.0x	920%	1.1K%	1.3K%		4.0x	1.2K%	1.4K%	1.6K%
	2.0x	410%	550%	640%		2.0x	690%	810%	900%		2.0x	920%	1.1K%	1.2K%
	1.5x	320%	480%	550%		1.5x	570%	700%	800%		1.5x	780%	950%	1K%

Methodology

Three independent sources underpin every number. None are Qualys estimates - they are the same datasets major cyber insurers use to price coverage. Together they explain why 55% of conglomerates peers carry lower risk of a material loss event than ACME Industries, Inc. today.

01 • THE DATA

Three independent sources

Qualys ETM - 2M+ records from ACME Industries, Inc.'s environment over 2 years, benchmarked against the largest exposure data lake in the world. Source of AWE, MTTR, and peer ranking against conglomerates peers.

Zywave - actuarial loss dataset used by every major cyber insurer to price coverage. Source of ACME Industries, Inc.'s event arrival rate, expected loss by threat vector, and the 55th percentile peer benchmark.

MITRE ATT&CK v14 - 26.5% of adversary techniques exploit known vulnerabilities. This fraction is the bridge between AWE and financial loss.

02 • AWE

How exposure is measured

AWE is the total window during which a known exploitable vulnerability is open to attack. It is the sum of two components:

MTTW - time from disclosure to working exploit. For ACME Industries, Inc.'s industry, exploits arrive **7 days before** patches exist - the clock starts before defenders can act.

MTTR - time from KEV catalog entry to remediation. Measured at **63 days** from Qualys telemetry.

AWE = 63 - (-7) = 70 days - worse than the 28-day all-company average. This leads to a chance of material loss that is worse than 55% of conglomerates peers.

03 • THE ROI

How AWE becomes dollars

ACME Industries, Inc.'s event arrival rate is **0.17/yr** - elevated above the 0.15 industry base by the AWE gap. Reducing AWE reduces this rate proportionally via the MITRE 26.5% fraction.

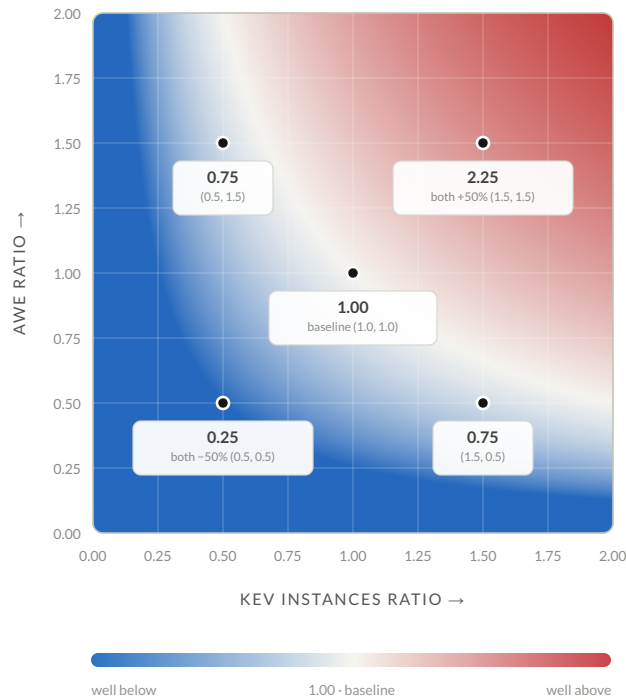
The difference between current EAL (**\$11.3M**) and target EAL is the avoided loss - the core of the ROI. Step 1 reduces EAL to **\$9.44M**, saving **\$1.84M annually**. Step 2 reduces EAL to **\$8.43M**, saving **\$2.85M annually**. and the target reduces EAL to **\$7.79M**, saving **\$3.49M annually**.

FTE assumptions are deliberately conservative for an enterprise of ACME Industries, Inc.'s scale.

KEY MODEL INPUTS • ACME INDUSTRIES, INC.-SPECIFIC

EVENT ARRIVAL RATE 0.17/yr vs. 0.15 industry base • Zywave	MITRE VULN FRACTION 26.5% Known vuln techniques • ATT&CK v14	CURRENT AWE • MTTR 70d • 63d Measured • Qualys telemetry • 2yr	CURRENT EAL \$11.3M Expected annual loss • all vectors
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How KEVs and AWE Affect Customer Exposure



A customer's predicted arrival rate for material events moves relative to an industry-peer baseline because of one quantity: their area of exposure.

That area has two independent levers — how many CISA KEVs sit on their assets, and their AWE (how long on average each KEV remains unpatched).

Either lever can factor the arrival rate up or down on its own. Both axes are expressed as a ratio to that lever's own population baseline, so 1.0 always means "exactly average." The following provides a simplified but illustrative explanation.

$$\text{Exposure Area} = \text{KEV Ratio} \times \text{AWE Ratio}$$

each ratio = customer's value ÷ population baseline for that lever

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|---------------|--|---------------|--|
| ■ 1.00 | Baseline — KEV ratio 1.0 × AWE ratio 1.0, both levers exactly at the population average. | ■ 2.25 | Both levers up 50% (1.5, 1.5) — exposure rises well above baseline. |
| ■ 0.25 | Both levers down 50% (0.5, 0.5) — exposure falls well below baseline. | ■ 0.75 | Levers split (1.5, 0.5) or (0.5, 1.5) — still below baseline either way. |

Because exposure is a product, not a sum, splitting the two levers doesn't cancel back to baseline — a 50% cut in one is outweighed by a 50% rise in the other, so both split points land at 0.75, not 1.00.

Each axis runs from 0 (no KEVs, or instant remediation) to 2.0 (double the population baseline); color saturates fully at a 4× swing in either direction.