The Cost of Downtime

Unplanned downtime may be an IT function, but it is a business concern.
Downtime is not a question of if, but when.

24% of companies said they experienced a full data disaster (1)

44% of small businesses have been the victim of a cyber attack (2)

Average midsize companies have 16 to 20 hours of network, system, or application downtime per year (3)

1. Forrester Research Study
2. National Small Business Association
3. Gartner Group

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Is it worth the risk, to be unprepared?

Many compliance regulations, like HIPAA, require a data backup and data recovery plan [1]

70% of small business that experience a major data loss go out of business within a year [2]

1. Department of Health & Human Services: HIPAA Security Rules - Security Standards for the Small Provider: [link]
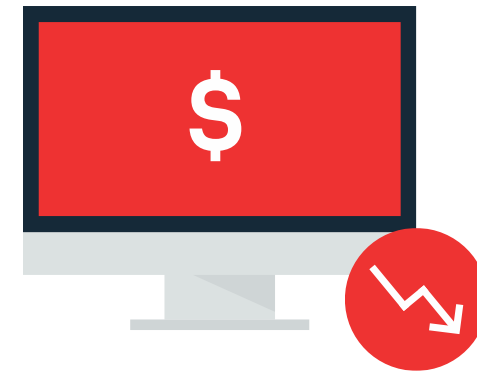2. PricewaterhouseCooper

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Data loss means downtime, and downtime will impact your bottom line:

People and Systems Costs

- Lost sales revenue
- Lost employee productivity
- Missed deadlines that result in employee overtime
- No communication; no email
- All internal business processes will cease - billing, HR, intranet, etc.

Physical Damage Costs

- Cost to restore IT systems
- Materials lost/disposal and cleanup costs

Reputation & Compliance Costs
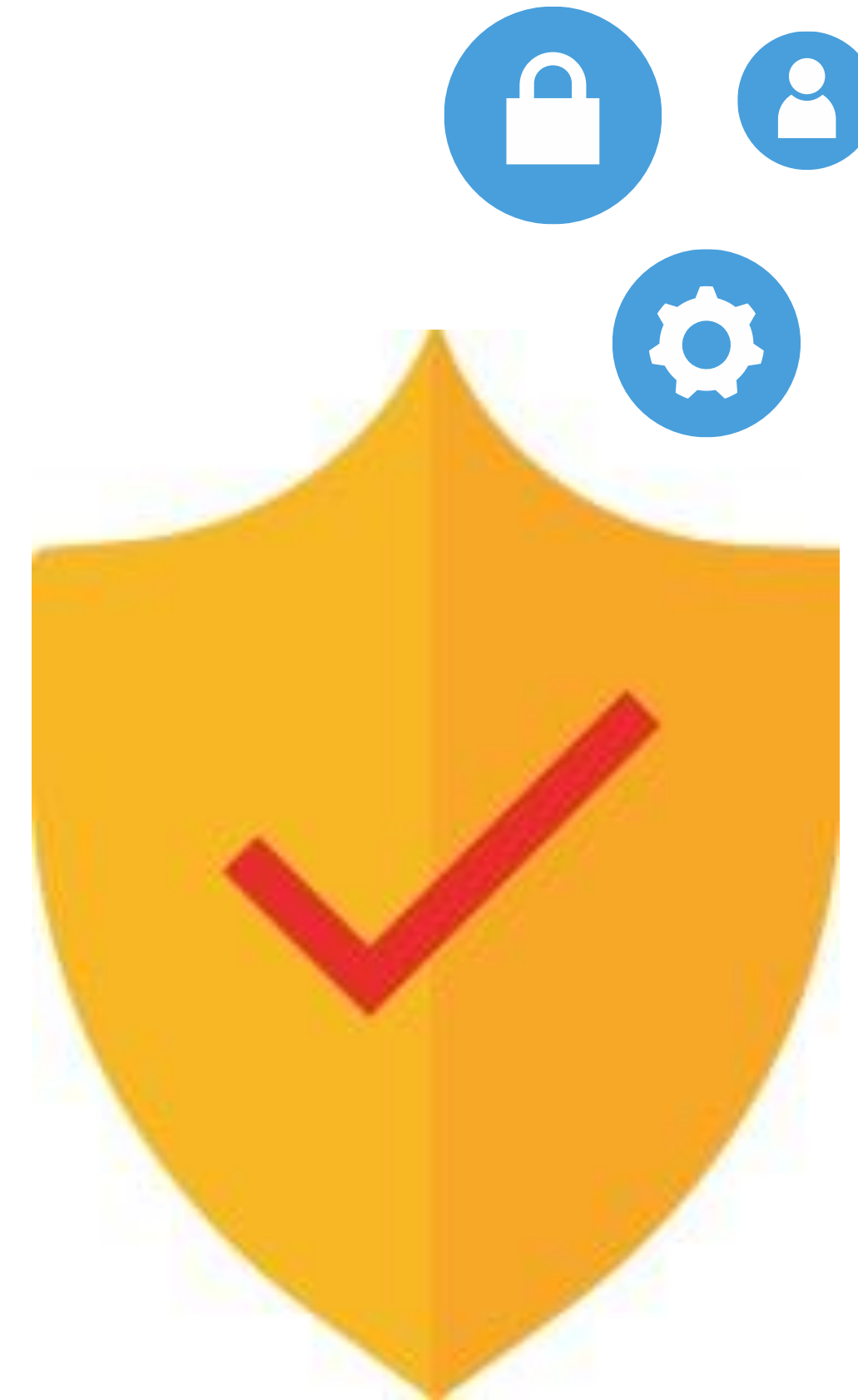
- The financial impact of customer dissatisfaction
- Contract penalties
- Compliance violations, if applicable
- IT and employee recovery costs

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Protecting Your Data *is* Protecting Your Business

Do you have business insurance?

- For your building?

- For your employees?

- Why not your business data?

You may end up using your backup and disaster recovery solution before you'll use your insurance.

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Prepare Now, Save Later

"The average small business can expect to lose $100,000 worth of revenue in unplanned downtime every year" [1]

- Downtime cost = $8,600 per hour

- Average downtime lasts 7 hours

- Lost productivity of employees = ??

1. Aberdeen Essentials

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Recovery Time Objective (RTO)

No two businesses are the same. Do you know how long can your business be down without it affecting your bottom line?

- Seconds
- Minutes
- Hours
- Days
- Never

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The Good News

You can keep your business running with:

1. A business continuity solution, tailored to your business needs
2. An IT service provider who manages the entire process

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Business Continuity Built for Businesses of Every Size

Servers

SIRIS

Cloud

SaaS protection

PCs

Cloud Continuity for PCs

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