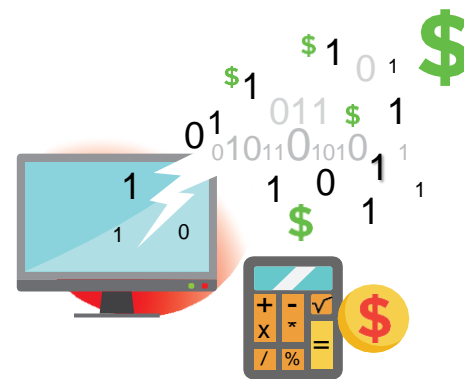


Calculating the hidden costs of data loss

Find out how much data loss could really cost your business—especially if you're not prepared.



The cost of a data breach

The average cost of a data breach is \$4 million dollars¹—and the average cost per record is \$158¹. Depending on your vertical, the cost per record can be more or less.

Average: **\$158**

Healthcare: **\$355** Retail:

\$172 Transportation: **\$129**

How many records do you have? _____

$$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}}$$

Number of records Cost per record for your industry **Cost of a data breach**

The cost of downtime

The average cost of downtime is \$8,662 per minute².

How quickly do you respond to an outage or identify when it happens? _____

How long does your average downtime last? _____

$$\underline{\hspace{2cm}} \times \$8662 = \underline{\hspace{2cm}}$$

Average downtime Average cost per minute **Cost of downtime**

The cost of lost employee productivity

How much will one hour or one day of downtime put your business behind? Use these calculations to find out.

$$\left(\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} \right) \div 8\text{-hour workday} = \underline{\hspace{2cm}}$$

Number of employees Hours of downtime **Days lost**

$$\left(\underline{\hspace{2cm}} \div 260 \right) \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

Days lost Business days per year Average employee salary **Dollars lost**



Ensure your continuity under any circumstance

Contact us today to learn how we can help you to develop a disaster recovery strategy that completely aligns with your organization! Book your no obligation consultation online or give us a call directly (866) 896.1777.