



What will happen to your business in a disaster?

Calculating your cost of downtime

Your business can't afford extended downtime or security breaches. Nor can it afford to stop because your employees can't get to work or your facilities can't communicate. Each episode can have an impact that's longer lasting and more severe than the immediate hit of lost sales — lost relationships with customers and an overly close acquaintance with government regulators.

$$\begin{aligned}
 & \text{Lost Revenue} \\
 & + \text{Lost Productivity} \\
 & + \text{Recovery Costs} \\
 & + \text{Intangible Costs} \\
 \hline
 & \text{Cost of Downtime}
 \end{aligned}$$

Lost Revenue



What are the areas of your business that generate revenue and what percentage is dependent on IT and voice and data networking uptime.

For an e-commerce website, 100% of business will be impacted by uptime. For a small business, perhaps only 20% of business is impacted by web site uptime, as people can still walk into the store even when the website is down but they cannot reach the business if the voice service is down. Calculate how much revenue is lost per hour based on downtime per business area. A business making \$500 per hour in e-commerce revenue will lose \$2,000 in just a few hours.

Lost Productivity



What are the costs associated with employees who are performing non-revenue related activities? Not only does downtime keep new money from coming in, but it impacts your employees.

A doctor's office may or may not be impacted by a server going down, but perhaps the receptionist can only work at 50% capacity. He/she can answer phones, but cannot book appointments because the business does not have access to their shared calendar. If that receptionist makes \$15/hour and they can only work at 50% when systems are down, you lose \$7.50/hour of downtime for that employee.

Recovery Costs



Do you have an estimate how much it will cost to return to normal business operations after a disaster? Determining how much it will cost to return to normal business operations after a disaster can be difficult, but it's a necessary calculation in even the most basic backup policies. These costs can include services needed to recover lost data (if even possible), ongoing costs as a result of data loss, and more.

Think of all the files on just one computer. What will happen if those files are lost? How about emails? At a minimum, you'll experience a lot of lost time and frustration.

Intangible Costs



Have you thought about damage to reputation or brand that results in dollars lost? Downtime creates a negative buzz including word of mouth and posts on review sites. Customer's want your business to be efficient and trustworthy. Are you prepared to always deliver on that? When your business depends on communications, you can depend on TPx to offer a comprehensive suite of continuity solutions that ensure that your communications are always running and your data is backed up and secure. You can confidently plan for the future without worrying that the unexpected will derail you.

We support your growth by protecting the performance and security of your business.

- Cloud IT Services
- Data Backup
- Email Continuity
- Voice/Data Continuity
- Network Security Services
- Datacenter Colocation