

WHAT DISASTER RECOVERY DOES FOR YOU ▼

Disaster recovery provides a second version of your system you can fall back on no matter what goes wrong. In the event that hardware failure, malware, or any disaster takes out your primary system, you can keep going on the second. Instead of rebuilding a whole system to access various files in the cloud, you can go back to work immediately.

REMEMBER

[Some businesses never come back from downtime caused by small and large disasters alike.]

▶ WHAT DOWNTIME CAN COST ▼ YOUR BUSINESS



THIS ISN'T MERELY BACKUP,

THIS IS DISASTER RECOVERY.

Did you know?

A SINGLE FAILURE EVENT CAN CAUSE



- ▶ Lost transactions
- ▶ Days or Weeks of wasted labor hours
- ▶ Weakened client trust
- ▶ Complete loss of crucial data

YOU'RE DOWN AND LOSING MONEY. HERE'S HOW MUCH.

Fill in the blanks in the calculator below to figure out what downtime costs your business. Once you see what the cost can be, it's easy to see why disaster recovery services aren't just nice to have, they're a necessity.

A	Number of employees	
B	Average employee wage per hour	
C	Average % of lost productivity (percentage of workforce affected by downtime)	

To get your total labor cost per hour, use this formula:

$$(\text{Value A} * \text{Value B}) * \text{Value C} = \text{Value D, total labor cost per hour}$$

D	Total labor cost per hour:	
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Once you have that, you need the amount of revenue you lose per hour. Fill out these values:

E	Gross annual revenue	
F	Days per year open for business	
G	Hours per day open for business	

To get your revenue lost per hour, use this formula:

$$((\text{Value E} / \text{Value F}) / \text{Value G}) = \text{Value H, the total revenue lost per hour:}$$

H	Total revenue lost per hour:	
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From this you can determine how much an hour of downtime costs this business, using this formula:

$$\text{Value D} + \text{Value H} = \text{Value I, the total cost of downtime per hour}$$

I	Total hourly downtime cost:	
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Next, think about how long a downtime event would likely last:

J	Duration of downtime (hours):	
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Now, in order to determine how much one downtime event will cost, use this formula:

$$\text{Value I} * \text{Value J} = \text{Value K, the total cost of one downtime event}$$

K	Total downtime cost:	
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