

# THE COST OF DOWNTIME

Unplanned network outages are more than just annoying, they can damage your bottom line.



## JUST HOW MUCH COULD DOWNTIME COST\* YOU?

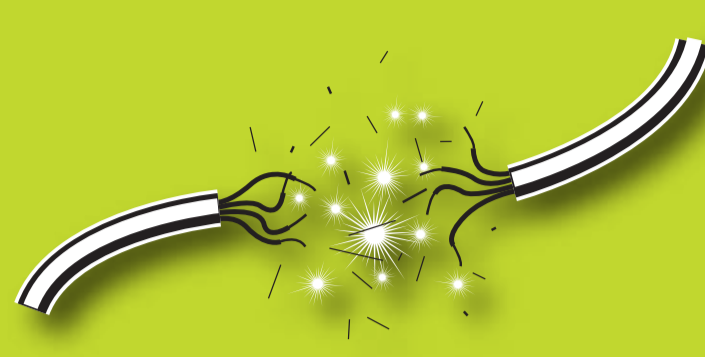
Average cost per minute:  
**\$7,900**



Average reported outage length:  
**86 minutes**



Average cost per outage:  
**\$690,200**



\*Averages based on a 2013 study of 67 U.S.-based data centers.



## FOR MANY, LOSS OF INTERNET SERVICE CAN ESSENTIALLY STOP BUSINESS IN ITS TRACKS



Most jobs, tasks and daily habits depend upon being connected.



Downtime can cost more than  
**\$26.5 BILLION** in lost revenue each year



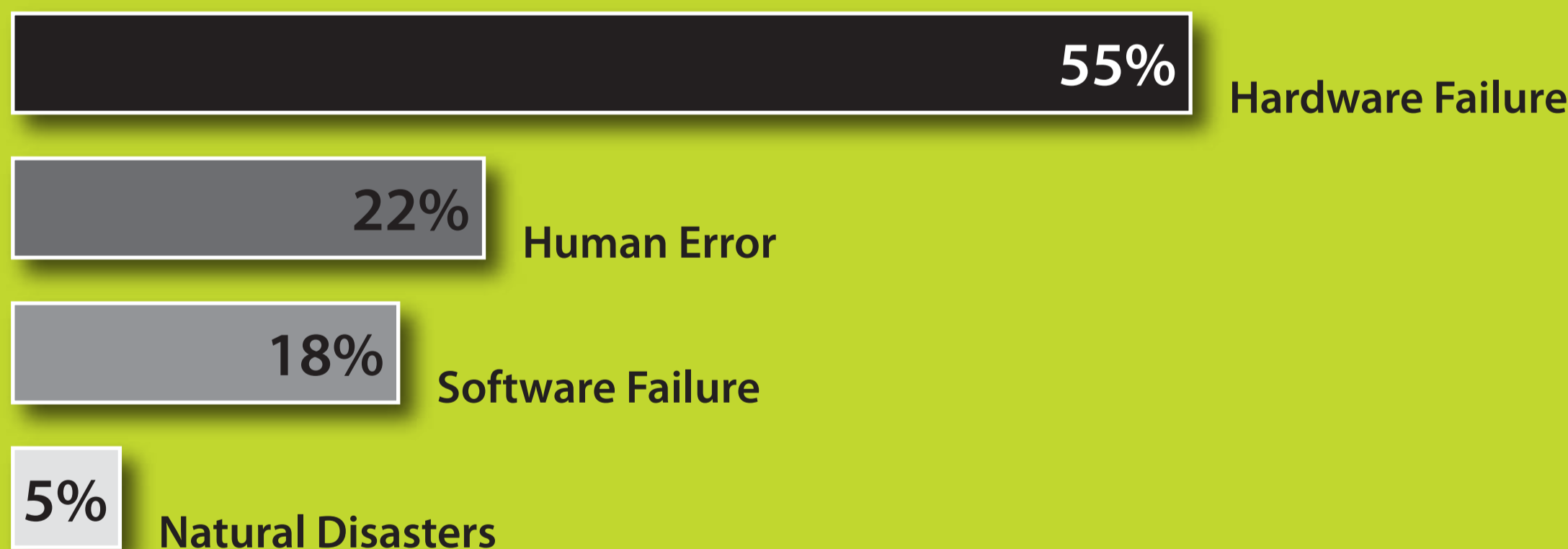
**50% of businesses** say IT outages damage their reputation



Based on a survey of 200 companies across North America and Europe.



## TOP REASONS FOR NETWORK DOWNTIME



## REDUNDANCY CAN HELP



With one path, your business is more vulnerable to downtime. If your network line is cut or hardware fails, there's nothing in place for back up.



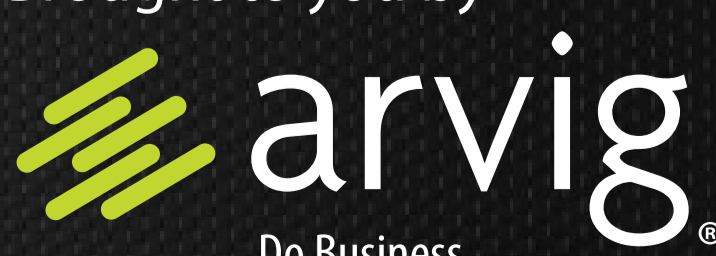
Two paths {aka redundancy} mean you have an alternative route that keeps your network up and running. Even if your primary line goes down, your network is protected via a secondary connection.



Learn more.

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Sources:  
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