



BREAKDOWN OF AN OUTAGE








DID YOU KNOW?


SQUIRRELS HAVE BROUGHT DOWN THE NASDAQ TWICE
IN 1987 AND AGAIN IN 1994


AVERAGE LENGTH OF AN OUTAGE – 86 MINUTES


AVERAGE COST PER INCIDENT \$690,204
(PER MINUTE, THAT'S \$7,908)

MOST COMMON Outage Causes:

-  Weather/trees
-  Faulty equipment
-  Human error
-  Vehicle accident
-  Animals
-  Overdemand
-  Cyber crime

PREVENT OUTAGES AND AVOID THESE COSTLY CONSEQUENCES:



- ✓ LOST PRODUCTIVITY
- ✓ DEVELOPMENT DELAYS
- ✓ LOST REVENUE
- ✓ LOST CUSTOMER CONFIDENCE
- ✓ LOST BUSINESS TO COMPETITORS

Source: Ponemon Institute: 2013 Cost of Data Center Outages report: <http://goo.gl/Q3943E>
The Atlantic: The quiet war squirrels are waging on U.S. stock exchanges: <http://goo.gl/qtn2J1>