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
- Animals
- Overdemand
- Cyber crime
- Vehicle accident

**PREVENT OUTAGES AND AVOID THESE COSTLY CONSEQUENCES:**
- Lost productivity
- Development delays
- Lost revenue
- Lost customer confidence
- Lost business to competitors

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The Atlantic: The quiet war squirrels are waging on U.S. stock exchanges: http://goo.gl/qtn2J1