

# What's the real cost of IT Downtime?

Infrastructure matters. When your network or applications unexpectedly fail or crash, downtime can have a direct impact on your bottom line and ongoing business operations.



**\$5,600/minute**

Average cost of IT downtime<sup>1</sup>

## IT Downtime Factors

The industry average cost of downtime is dependent on a lot of areas. The monetary losses vary when you consider your revenue, industry, the actual duration of the outage, the number of people impacted, the time of day, etc.

For example, losses are significantly higher per hour for businesses who are based on high-level data transactions, like banks and online retail sales. If you experience an unplanned outage during peak traffic time, obviously the damage will be more significant.

## Additional Cost of IT Downtime

But there are other costs that don't often show up in dollar form. Did you know, according to a study by UC Irvine, that it often takes an average of 23 minutes to refocus and get your head back in the game after an interruption?

IT downtime affects customer retention, employee productivity and standing in the marketplace. It is extremely expensive, and in ways that can make or break the success of your organization.

**ZZZ...**

**23 minutes lost**

Average time to refocus<sup>2</sup>

1. Lerner, A. (2014, Jul 16). The Cost of Downtime

2. Pattison, K. (2008, Jul 28). Worker, Interrupted: The Cost of Task Switching.

## Let Us Handle Your IT Services

EDM Automation is aligned with your goal of network uptime. Our proactive IT approach ensures that your company is prepared if downtime strikes. We've got IT covered.