

# ADDING UP THE COSTS OF DOWNTIME

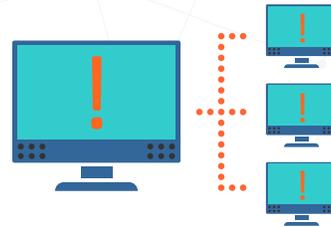
In the next five years, one in five small businesses will be hit with an IT outage that results in network downtime. One in four of those businesses will close their doors for good as a result. Experiencing a network outage as a business is a race against the clock with an exponential cost. Every minute your business is down, your losses add up. Amazon's downtime loss rate is estimated to be over \$100,000/minute.

What's your business' rate?

## Pop quiz:

1. Which of the following can result in serious network downtime?

- A) Accidents
- B) Natural disasters
- C) Construction
- D) Infrastructure failures
- E) Security attacks
- F) Human error
- G) All of the above**



2. Have you done the math on the cost of downtime?

### - Probable losses -

- Lost internal business productivity
- Lost sales revenue
- Lost communications
- Lost data, materials
- Lost customer satisfaction
- Loss of stock value

### + Probable costs +

- + Contract penalties or compliance violations
- + Supply-chain effects, priority shipping charges
- + IT recovery costs
- + Employee overtime
- + Potential litigation

## Calculate your network downtime

$$\text{REVENUE LOSSES} = (\text{GR}/\text{TH}) \times \text{IM} \times \text{H}$$

GR = gross yearly revenue  
 TH = total yearly business hours  
 IM = percentage impact  
 H = number of outage hours

$$\text{LABOR COSTS} = \text{P} \times \text{IM} \times \text{R} \times \text{H}$$

P = number of people affected  
 IM = average percentage of employees are affected  
 R = employee cost/hour  
 H = number of outage hours



### Extra credit

Is your business downtime-proof?

Have you experienced a network outage in the last year?

What do you do today when the Internet goes down?

Do you have enough bandwidth to support your current/future Cloud applications?

Do all of your applications perform consistently and reliably today?

What is your strategy regarding disaster recovery?

What is the cost of downtime to your business?

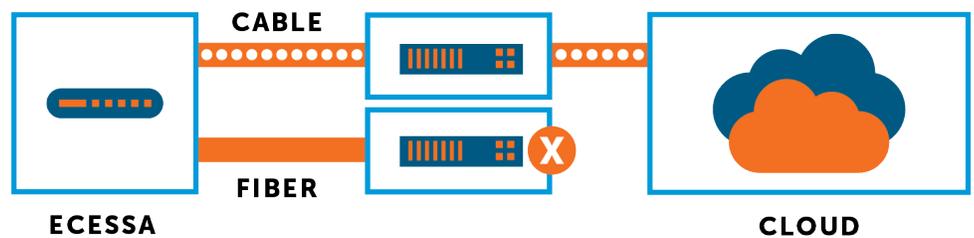
## A network outage can really do a number on a business

If your organization hasn't been hit with an unexpected network outage before, it is frighteningly easy to underestimate the impact it could have. As business operations, data management, communications and much more migrate to cloud-based applications, the need for network management, intelligent bandwidth usage and a seamless failover plan is absolutely crucial.

An outage can bring a bustling business to a complete standstill. Your network could go down through no fault of your own, but ultimately, the risk and responsibility to your customers is yours. A business that strives today and thrives tomorrow must be Never Down<sup>®</sup>. Are you?

## Don't fail, failover

When it comes to technology, failing to plan is planning to fail. You can easily become a Never Down business with intelligent load balancing and seamless failover solutions from Ecessa. By leveraging your existing network investments, while integrating a low-cost redundant connection, you'll never have to worry about poor WAN performance or network failure ever again.



When a circuit fails, all traffic is routed over the remaining active link(s).

Ecessa's products allow companies to address current IT needs, while planning ahead for smooth, agile upgrades in the future. It's all possible, scalable and reliable with Ecessa.

## Divide your risk

By offering a scalable range of both physical and virtual solutions, Ecessa allows customers of all sizes and industries to take a progressive approach to SD-WAN. There's a solution for everyone:

- **Ecessa Edge<sup>®</sup> is the most feature-rich small business solution for Internet failover and load balancing.** Ecessa Edge provides your network with automatic failover, outbound intelligent load balancing, a built in firewall, integrated SIP proxy and registrar for VoIP and transparent call handling to optimize voice call reliability for your business. Best of all: it's affordable, and easy to install and maintain.
- **PowerLink<sup>®</sup> keeps your business network up and running with automatic failover between WAN connections, load balancing and traffic shaping.** Ecessa PowerLink provides your network with automatic failover, QoS and traffic shaping, link congestion management, link load balancing and inbound services, built-in VPN support and basic firewall. Reduce network costs, and make your WAN more reliable, secure, and easier to manage.
- **WANworX<sup>®</sup> offers a full SD-WAN solution, complete with multiple load-balancing options, automatic seamless failover, superior application performance, optional packet duplication and true Never Down performance.** Ecessa WANworX provides your network with superior application performance, consistent and reliable Cloud access, flexible SD-WAN architecture, agile bandwidth usage and seamless uptime. WANworX guarantees a Never Down network in a manageable, reliable, scalable and cost-saving package.

Call or visit  
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