

# DOWNTIME DOLLARS: Why Minimizing IT Downtime Is Crucial

## What Is IT Downtime?



Any outage that affects part or all of a company's IT infrastructure can be considered downtime.



These outages can negatively impact a business's ability to serve customers by interrupting communications, stopping the processing of payments, or halting the supply chain.



Downtime can be caused by malfunctioning equipment, power loss, or even periods of planned maintenance or upgrades that take systems offline.



Outages may impact a single user on a single device or an entire office. In some cases, only customer-facing applications may be affected.

## What Does IT Downtime Cost?



Calculating the true cost of IT downtime can be difficult because there are so many factors that go into it. These may include interruptions to customer service, lost revenue and repair costs.



A recent study found that Fortune 1000 companies lose an estimated \$1.3 billion to \$2.5 billion each year as a result of application downtime.



Another study found that the average cost of a partial IT outage can be as much as \$300,000 per hour.



One survey revealed that the cost of an IT outage has risen by at least 25 percent every year since 2008.

### Sources:

<https://www.spiceworks.com/it-articles/minimize-it-downtime/> | <https://www.pagerduty.com/blog/cost-downtime/> | <https://www.randgroup.com/insights/cost-of-business-downtime/>

## How Can You Prevent IT Downtime?



### Choose an external IT service provider.

If you have limited resources, your business may not be able to have a full-time dedicated IT department. Hiring an external service provider can give you the assistance needed to keep your hardware in good working order and your software updated to prevent failures.



### Update everything.

Neglecting regular software updates puts your infrastructure at risk for security breaches and incompatibility issues. Relying on outdated hardware increases the chances for failures. These are the reasons why keeping everything upgraded should be a critical component of your IT strategy.



### Keep your facilities clean.

Having a clean and secure facility to house your technology is an underrated aspect of a strong IT infrastructure. The most advanced technology in the world is useless if you allow a nearby leaky pipe to drip on it, for example. Ensuring your vital equipment is kept free from hazards and contaminants will help you get the most out of it.



### Don't forget to test.

A quick checkup once in a while can allow you to spot potential issues before they have a chance to turn into serious outages. Testing your hardware may take a little time, but that's nothing compared to how much you could lose with an unexpected outage.



### Back up your systems.

In the event of an interruption, a backup could mean the difference between a hiccup and a total disaster. With your data backed up and redundant systems in place, you will be able to get back online in a fraction of the time it would take to restore service otherwise.



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