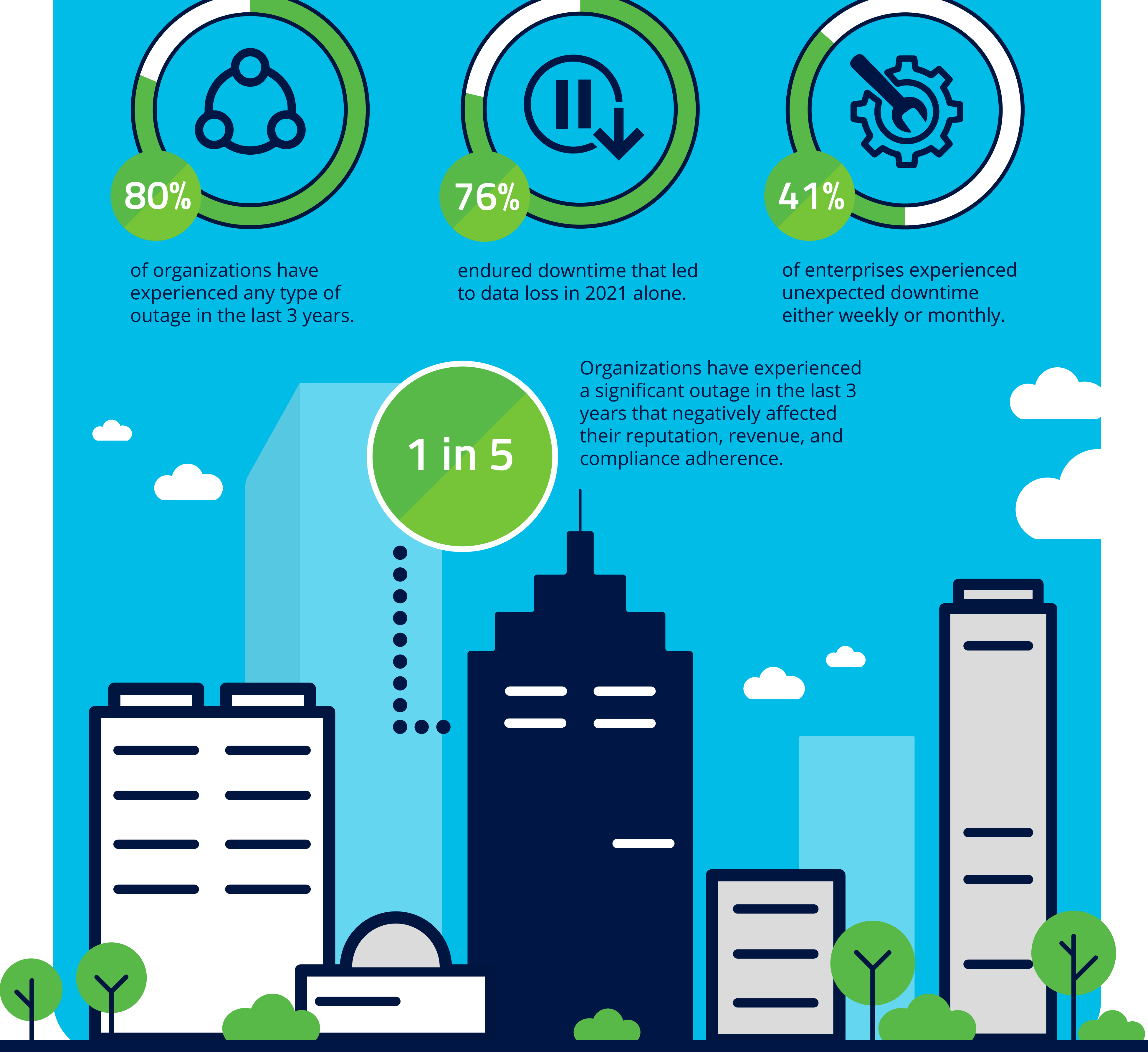


The Cost of Downtime on Your Bottom Line

In our cloud-native world, more organizations than ever are running containerized applications in production. While these environments offer benefits like flexibility and scalability, they're also more dynamic and complex, making traditional data protection solutions ineffective.

The stats below show just how common and devastating outages can be. So when—not if—downtime happens, don't be left in the dark with protection that doesn't work for the cloud.

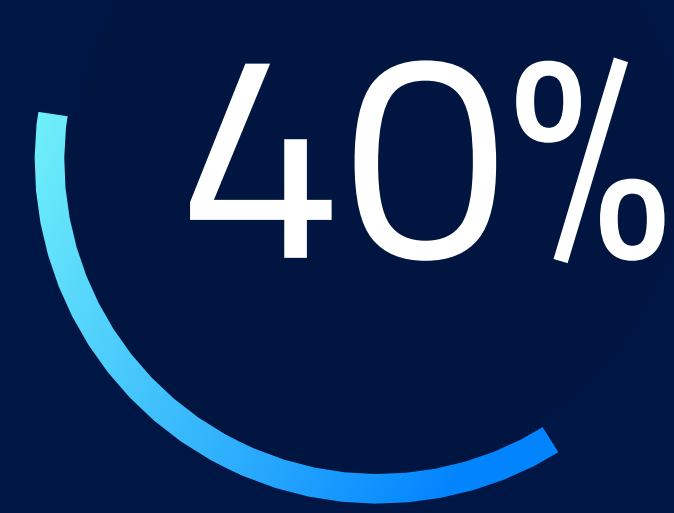
How Often Does Downtime Happen?



What Are the Most Common Causes of Downtime?

Human Error

Almost 40% of organizations in the last 3 years experienced significant outages due to human error.

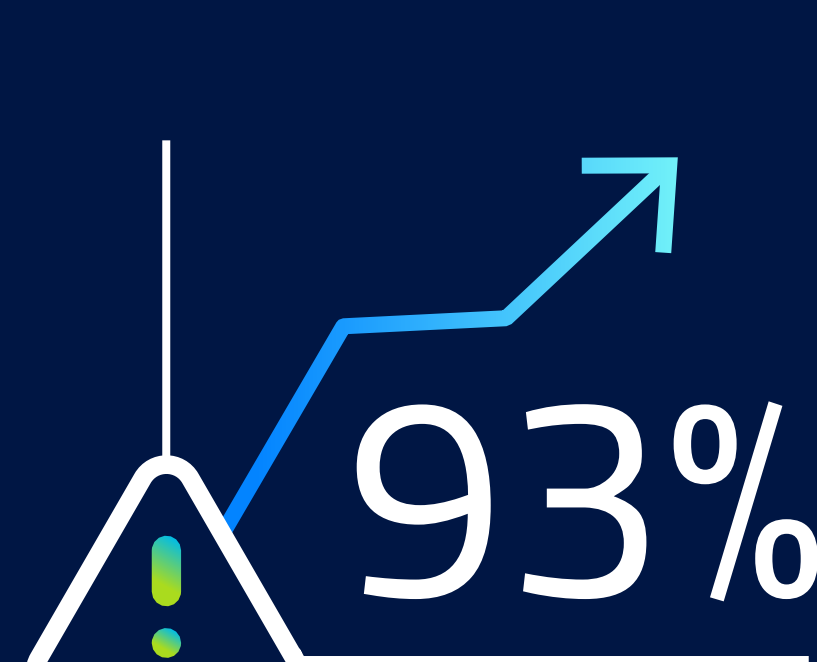


Networking Issues



Problems relating to networking were the #1 cause of reported downtime over the last 3 years.

Cyberattacks & Ransomware



High Risk Industries



Banking and Finance



Government



Media and Communications



Manufacturing



Healthcare

What Are The Effects of Downtime on Organizations?

Lost Productivity

Nearly 50% of data disruptions cause lost productivity.



Lost Revenue

Over 30% of outages result in a direct revenue loss.



Brand Reputation Damage

Nearly 1 in 4 consumers won't do business with your company following a data breach, limiting future revenue.



About 40% of disruptions lead to minor or major brand reputation damage.



Data Loss

43% of organizations experience data loss as a result of outages.



What Increases the Risk of Downtime?

Failure to Test Your Disaster Recovery Strategy

Just 31% of organizations test their DR plan a few times a year.



Limited Investment in Data Protection & Security

50% of organizations invest 10% or less of their IT budget on security.



Infrequent Backups

Only 33% of IT managers backup their data weekly with another 25% backing up their data monthly.



Don't Let Downtime Bring You Down

With the right cloud-native solution you can...

Rebound from downtime faster
Improve your RTO by up to 80%
Reduce your data loss



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