net Activity

Calculating the hidden costs of data loss

Find out how much data loss could really cost
your business-especially if you're not prepared.
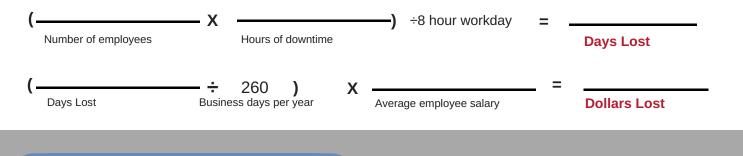
The cost of a data breach

The average cost of a data breach is $4 million dollars—and the average cost per record is $158. Depending on your vertical, the cost per record can be more or less.

Average: **$158**
Healthcare: **$355**
Retail: **$172**
Transportation: **$129**
How many records do you have? _____

_____ X _____ = $ _____
Number of records   Cost per record for your industry   **Cost of a data breach**

The cost of downtime

The average cost of downtime is $8,662 per minute.
How quickly do you respond to an outage or identify when it happens? _____
How long does your average downtime last? _____

_____ X $8662 = $ _____
Average downtime   Average cost per minute   **Cost of downtime**

The cost of lost employee productivity

How much will one hour or one day of downtime put your business behind?
Use these calculations to find out.

(_____ X _____) ÷8 hour workday = _____
Number of employees   Hours of downtime   **Days Lost**

(_____ ÷ 260) X _____ = _____
Days Lost   Business days per year   Average employee salary   **Dollars Lost**