

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? _____

$$\text{_____} \times \text{_____} = \$ \text{_____}$$

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? _____

$$\text{_____} \times \$8662 = \$ \text{_____}$$

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.

$$\left(\text{_____} \times \text{_____} \right) \div 8 \text{ hour workday} = \text{_____}$$

Number of employees Hours of downtime **Days Lost**

$$\left(\text{_____} \div 260 \right) \times \text{_____} = \text{_____}$$

Days Lost Business days per year Average employee salary **Dollars Lost**

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