

What does an IT outage cost?



BigPanda had EMA ask that question of 300 global IT leaders

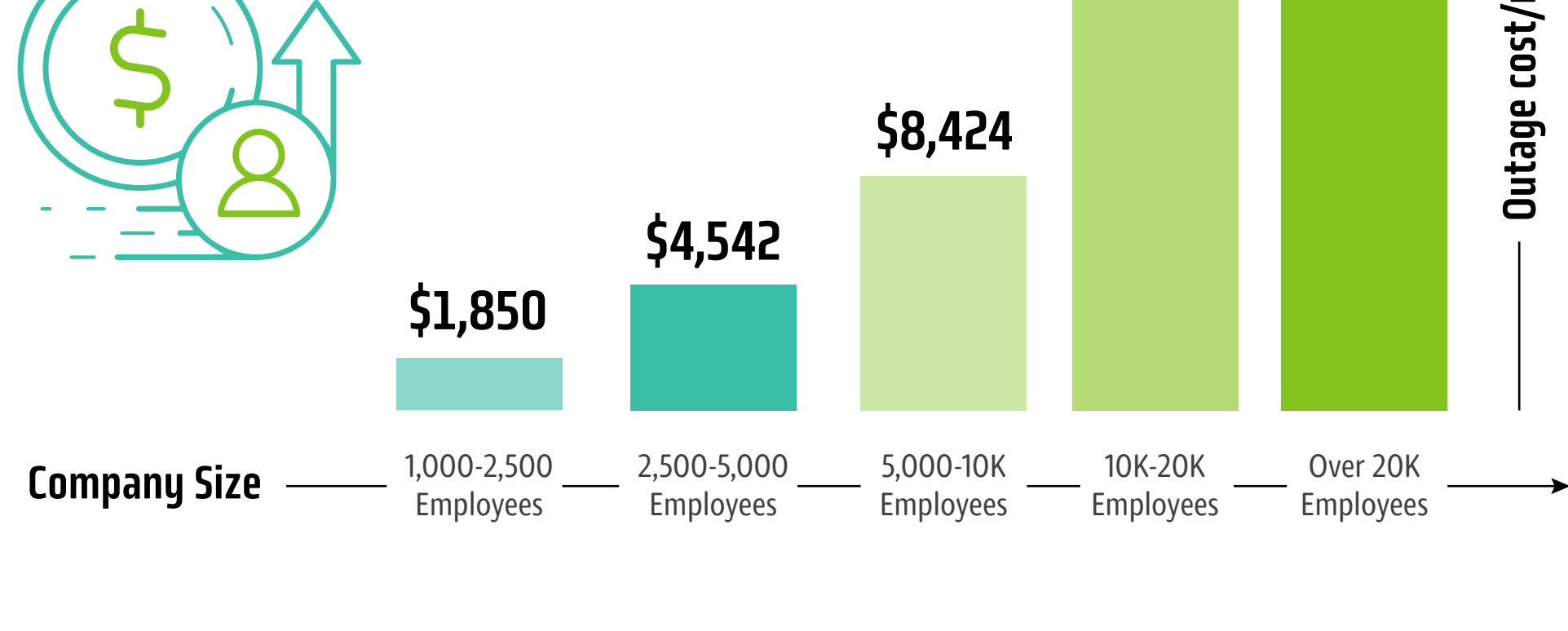


The average cost of an unplanned IT outage is:

\$12,900/minute

Of course, averages differ by company size.

Outage cost/minute by company size



The larger a company is, the more it has to lose...



- Potential revenue at risk
- Number of people potentially impacted (employees, customers, partners)
- Exposure to fees, penalties, and litigation

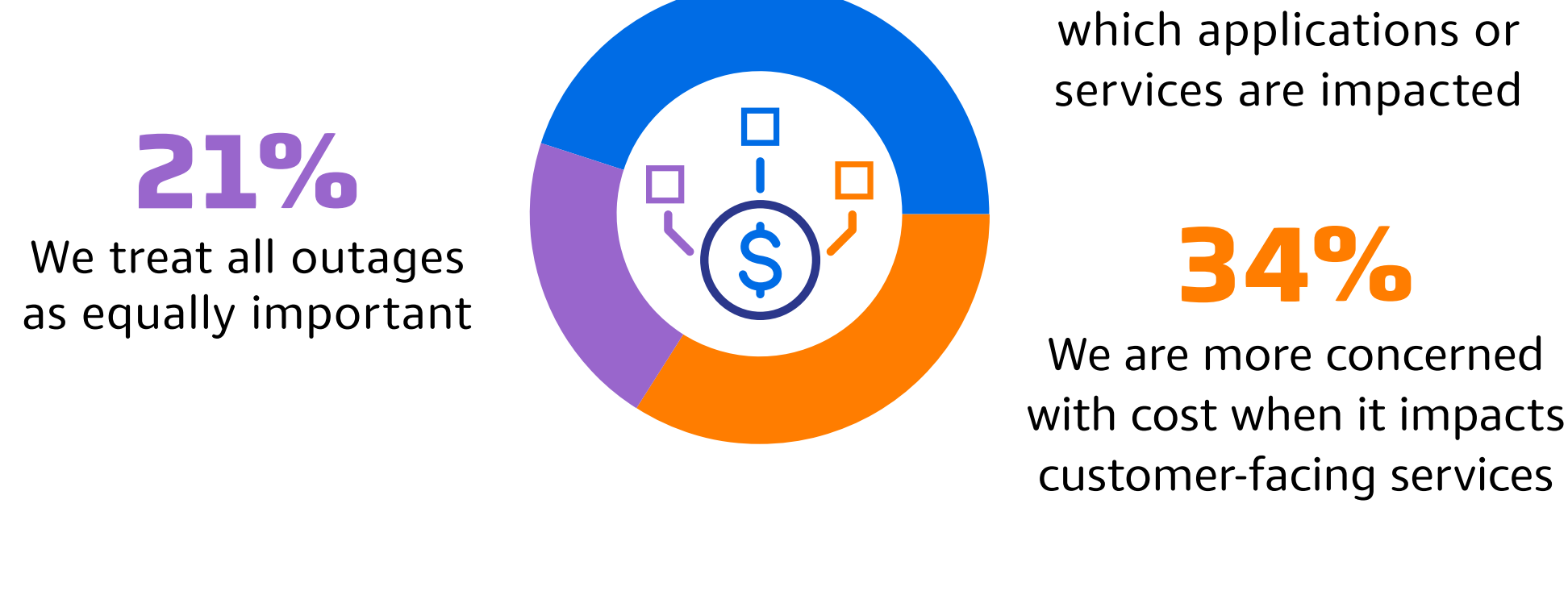
...but smaller companies are at greater risk of being damaged by losses

- They have fewer resources to recover from hits to corporate health



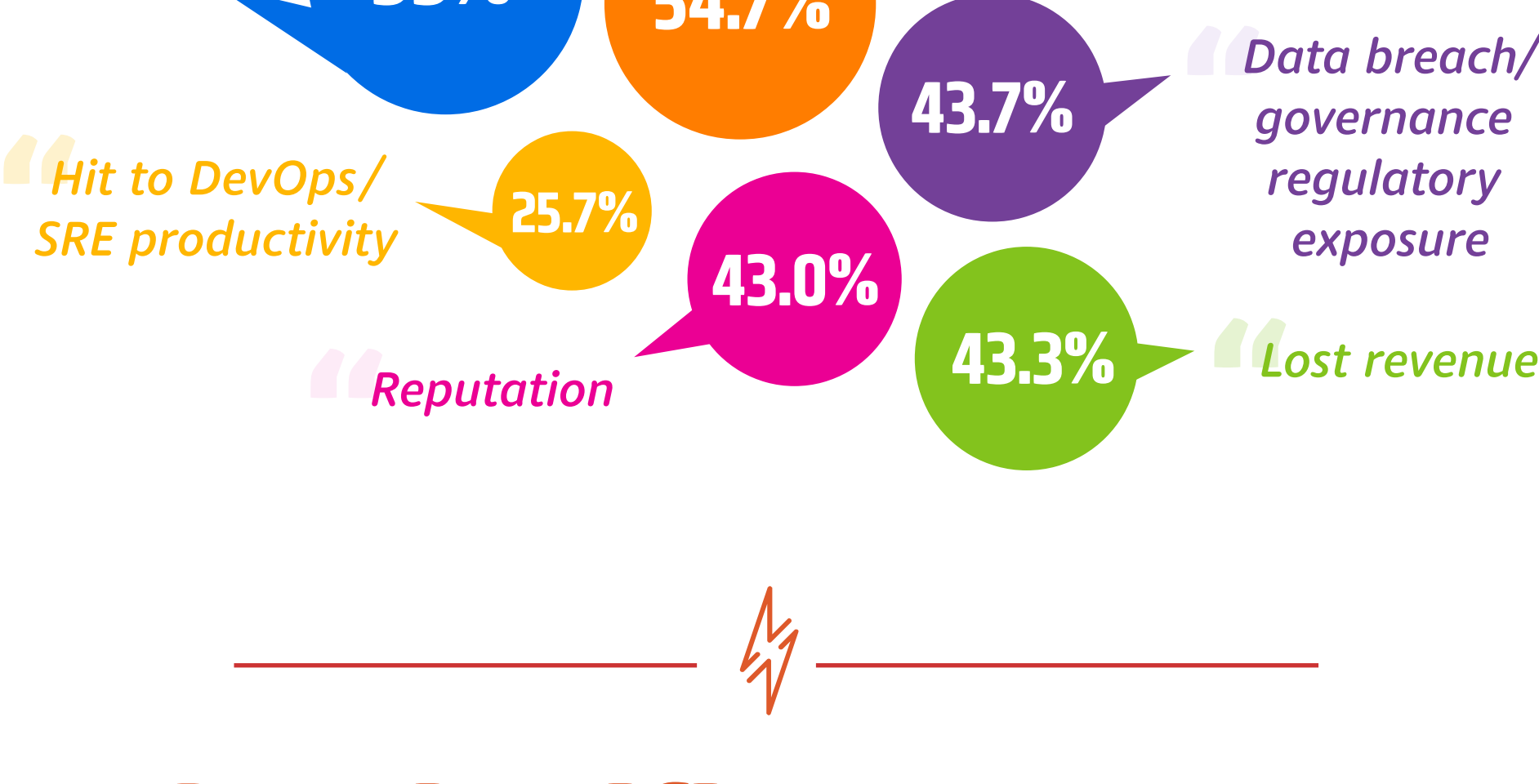
Not all outages are equal

Which statement best describes the cost of an outage in your organization?



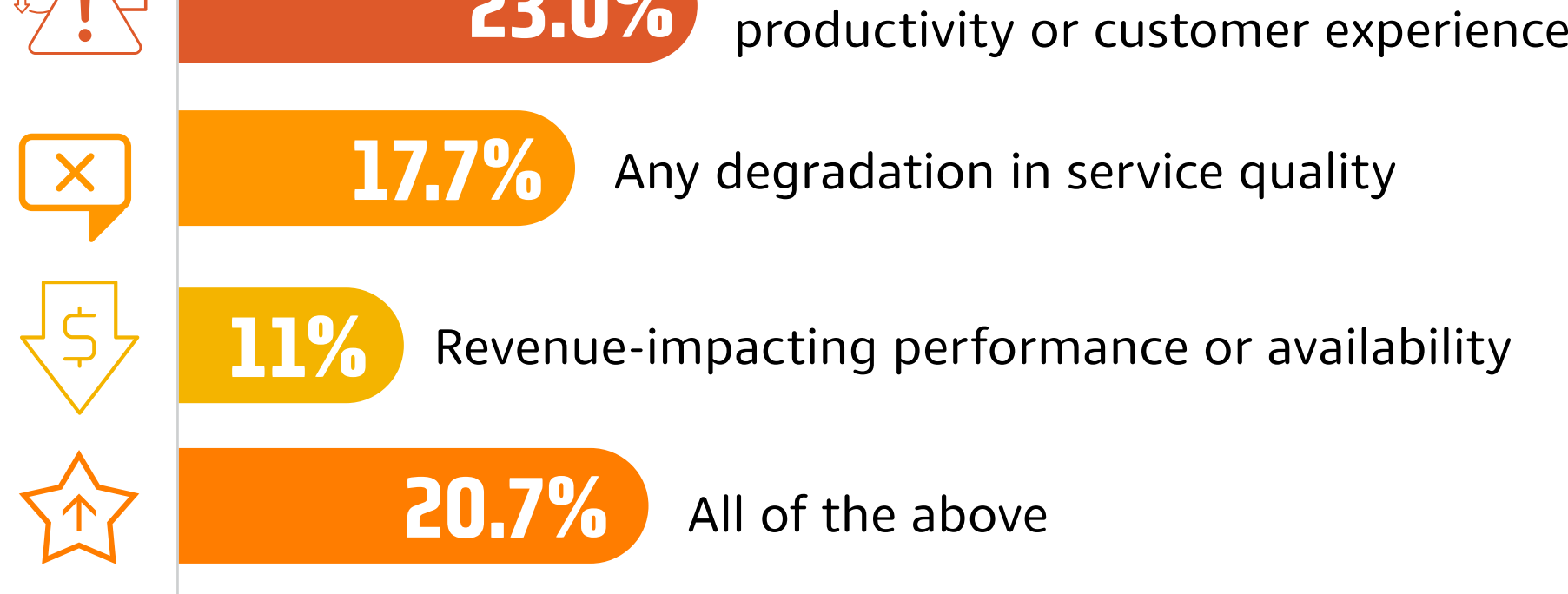
Cost impacts

Which factors are most important to your organization when calculating the cost impact of an outage?



The significant outage

What constitutes a significant IT outage (unplanned) in your organization?



Average cost of the last significant outage:

\$1,477,843



Cost of the last significant outage by company size

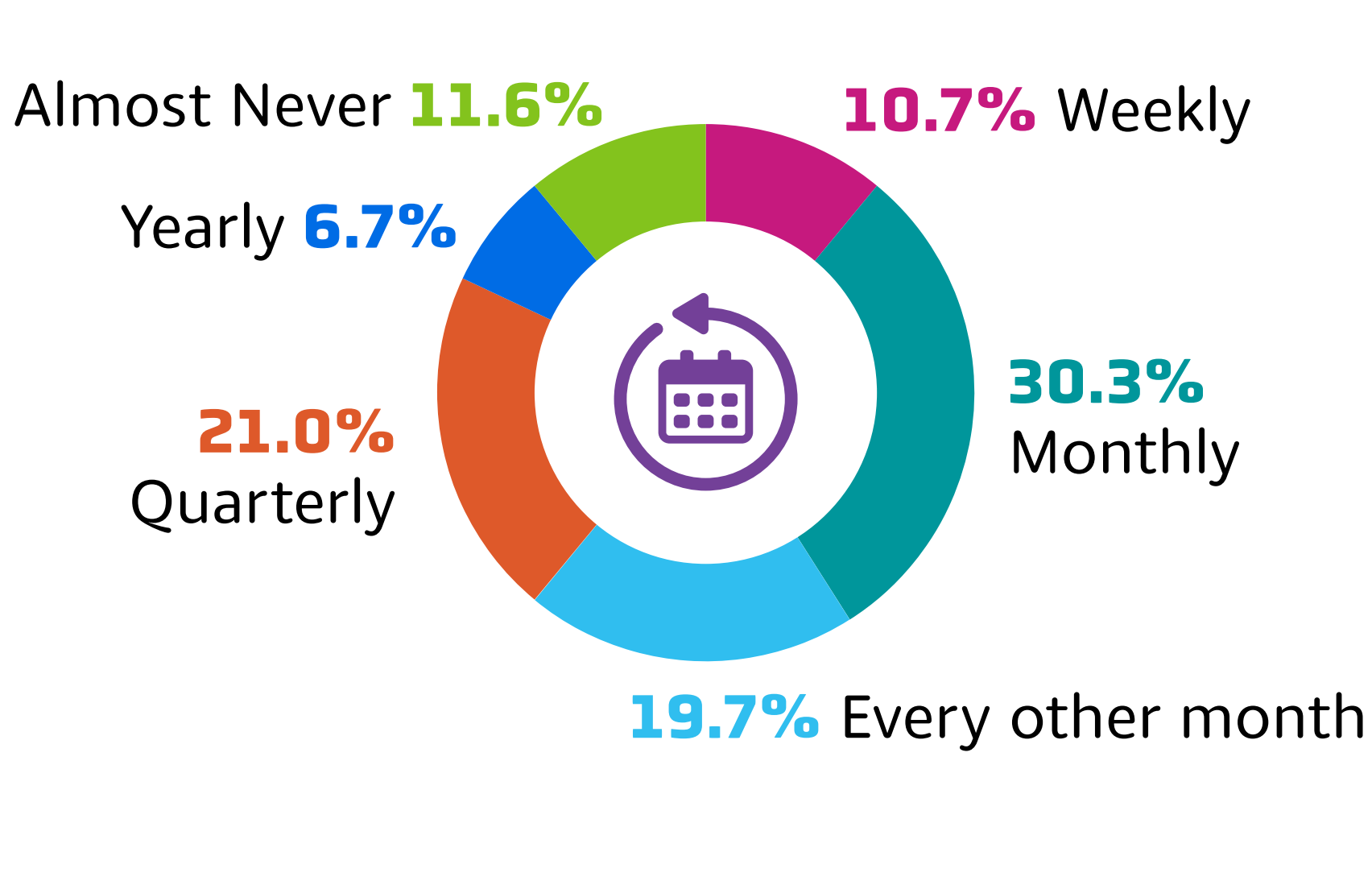
Company size	Cost	Duration
1,000-2,500 EMPLOYEES	\$257,545	2.3 HRS
2,500-5,000 EMPLOYEES	\$467,605	1.7 HRS
5K-10K EMPLOYEES	\$1,465,800	2.9 HRS
10K-20K EMPLOYEES	\$2,078,947	1.4 HRS
Over 20K EMPLOYEES	\$3,119,318	2.0 HRS

Frequency of a significant outage

Depending on company size, even one significant outage a year can cost millions.

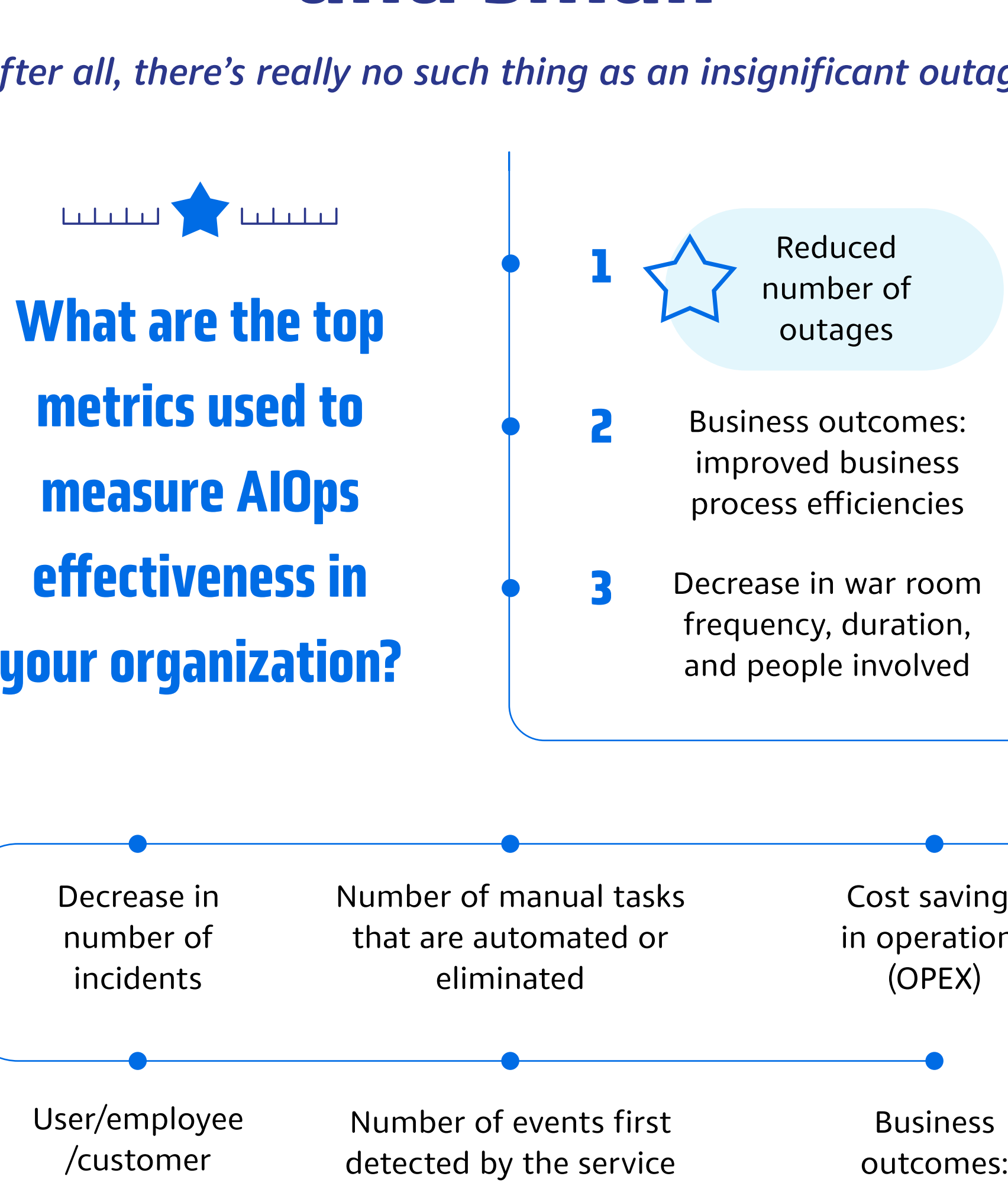
At the low end, if a company of 1,000-2,500 has a quarterly significant outage at a cost of \$257,545 each, that \$1 million loss can be the difference between annual bonuses and layoffs.

How often does a significant outage happen?



AIOps cuts outages – both significant and small

After all, there's really no such thing as an insignificant outage.



For more detail, read EMA's complete research report, "The Modern IT Outage: Costs, Causes, and Cures"

[LINK TO RESEARCH REPORT](#)