THE REAL COST OF LOSING DATA

The designers at ABC are in search of some old files to reuse for a product update.

The most common causes of data loss are:

- 40% Hardware failure (power surge)
- 30% User error (misstorage, misfile)
- 13% Software failure (corruption, crashes)
- 9% Company failure (physical destruction)

One of the designers at ABC accidentally deleted some of the files on the server.

ABC was unable to recover the lost data. So 15 files must be re-created from scratch.

During this time, ABC incurred the following costs:

- 30% Lost productivity
- 50% Lost revenue
- 20% Additional software licenses

The total cost of recovering this data is $8,688.

World-Class Companies Are:

- 30% More efficient in their software management
- 25% Less liable to data loss

Don't lose your important data, ABC! Don't do it!