

RESILIENCE UNLEASHED

NAVIGATING DOWNTIME CHALLENGES

Businesses face unique challenges every day. One of them is downtime.

62% of businesses suffer from unplanned downtime every month.¹

Is your organization prepared to tackle downtime challenges?

LEADING CAUSES OF DOWNTIME THAT SLOW YOUR BUSINESS GROWTH

Human error

Human error is a major cause of downtime, according to **60% of IT and security professionals**.²

A study conducted by Stanford University researchers and a leading cybersecurity firm revealed that **around 88% of data breaches** stem from employee mistakes.³

Hardware/software failure

In 2022, outdated hardware caused server downtime for **24% of organizations**.⁴

One in five organizations experienced a “serious” or “severe” data center outage, resulting in significant financial losses and compliance breaches, in the past three years.⁵

Cyberattacks

More than 72% of organizations worldwide have suffered a cyberattack in 2023.⁶

The average data breach cost reached \$4.45 million in 2023, indicating a **15% increase** over the last three years.⁷

Natural disasters

In the first nine months of 2023, the United States witnessed **24 natural disasters causing damages exceeding \$1 billion**.⁸

25% of businesses fail to reopen following a disaster.⁸

DATA LOSS AND DOWNTIME HAVE BECOME AN EXISTENTIAL THREAT TO BUSINESS. HERE'S WHY.

A mere one-hour downtime costs businesses **\$500,000**.¹⁰

In 2022, **32% of outages** endured for more than 12 hours, with **16% extending** beyond 48 hours.¹¹

49% of organizations rely on manual backup processes to recover their data, making data retrieval complicated and time-consuming.¹⁴

Only 24% of businesses have a well-documented, tested and updated disaster recovery plan.¹⁵

Only 52% of organizations have the capability to recover from a severe data loss incident within **12 hours** or less.¹³

BEST PRACTICES TO IMPROVE DATA RESILIENCY

Disaster recovery testing

Organizations with mature levels of incident response (IR) planning and testing reduce the overall cost of remediating a breach by **\$1.49 million** (a **33% reduction** in remediation costs).¹⁶

Employee training

Employee training reduces overall breach impact and costs by **\$232,000 per breach** event.¹⁶

Proactive data monitoring

Use of artificial intelligence (AI) and machine learning-driven insights reduces overall breach impact and **costs by \$225,000**.¹⁶

Comprehensive data backups

At minimum, your data backup strategy should follow the **3-2-1-1 rule**; 3 copies of data, 2 different formats, 1 copy off-site and 1 copy that is immutable.

MAXIMIZE RESILIENCE AGAINST DATA LOSS AND DOWNTIME WITH UNITRENDS

The threat of data loss and downtime is ever-present across all industries. Resilience is the key to minimizing the negative impacts of downtime and ensuring rapid recovery against ransomware, data loss and downtime — no matter where the data lives — on-premises, cloud, SaaS applications or employee endpoints. Our solutions leverage cutting-edge technologies, like AI and predictive analytics, to help your business stay operational under any circumstance while significantly reducing time, effort and costs.

Sources:

- 1 cxotoday.com
- 2 zipdo.co
- 3 blog.knowbe4.com
- 4 lenovo.com
- 5 uptimeinstitute.com
- 6 statista.com
- 7 ibm.com
- 8 getgds.com
- 9 datacenter.uptimeinstitute.com
- 10 newrelic.com
- 11 uptimeinstitute.com
- 12 logicmonitor.com
- 13 continuitycentral.com
- 14 datto.com
- 15 continuitycentral.com
- 16 ibm.com

“The assurance that we have with Unitrends is that no matter what the situation, we feel that we will always be able to get to our data.”

Jay Waller
Information Technology Manager
Town of Mount Pleasant

UNITRENDS
A Kaseya COMPANY

Don't let data loss and downtime steal your thunder. Fortify your business against the unexpected with Unitrends.

BOOK A CALL WITH US NOW!