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? _____________

\[
\text{Number of records} \times \text{Cost per record for your industry} = \text{Cost of a data breach}
\]

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? _____________

\[
\text{Average downtime} \times \$8662 = \text{Cost of downtime}
\]

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.

\[
\text{Number of employees} \times \frac{\text{Hours of downtime}}{+8 \text{ hour workday}} = \text{Days Lost}
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\[
\frac{\text{Days Lost}}{260} \times \text{Average employee salary} = \text{Dollars Lost}
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