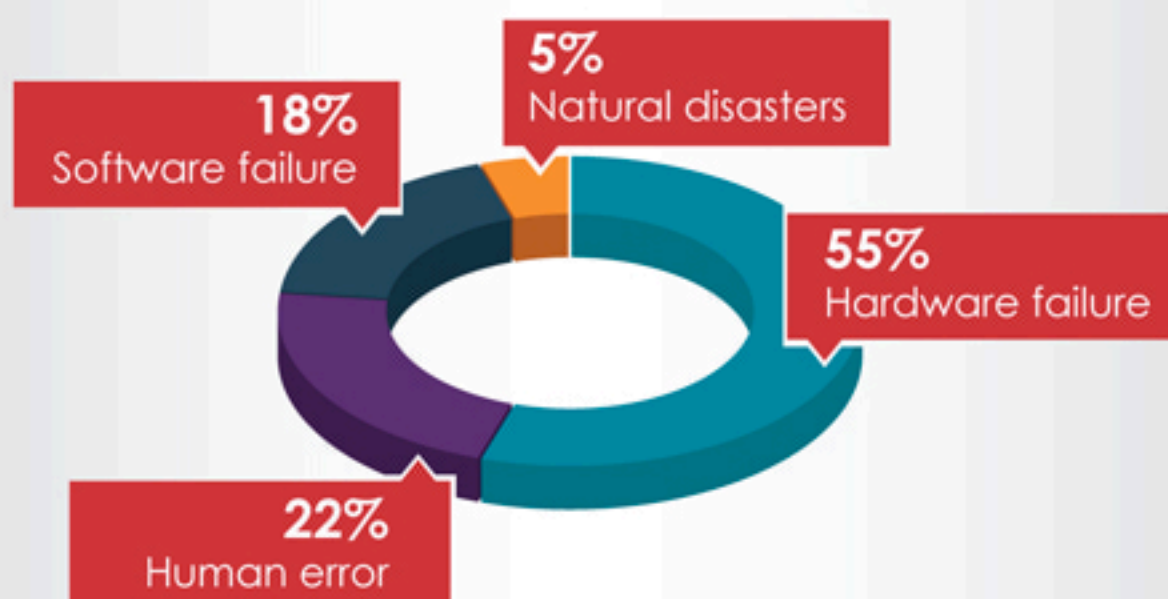


NO TIME FOR DOWNTIME?

WITH DOWNTIME COSTING BUSINESSES BILLIONS IN LOST REVENUE, CAN YOU AFFORD NOT TO TAKE ACTION?

COMMON CAUSES OF DOWNTIME FOR SMES

When considering impacts on business continuity, natural disasters often come to mind, yet these are relatively rare. What should businesses really be concerned with?



COSTS OF DOWNTIME

DOWNTIME COSTS UK BUSINESSES A HUGE **£2BILLION** PER YEAR IN LOST REVENUE

ON AVERAGE, UK BUSINESSES EXPERIENCE **27 HOURS OF DOWNTIME** A YEAR

THE AVERAGE COST OF DOWNTIME FOR A 50 PERSON BUSINESS IS **£18,000 PER YEAR**

WIDER COSTS TO YOUR BUSINESS

REDUCED PRODUCTIVITY

DATA LOSS AND RESULTING FINES

LOSS OF BUSINESS

REPUTATIONAL DAMAGE

WHAT TO DO?

- Invest in a fully automated backup system to protect your key files and servers
- Invest in an email continuity service with a 100% email uptime guarantee
- Use reliable anti-malware, firewall and security services to protect against data breaches and hacking
- Ensure you have a robust internet connection which automatically switches to a secondary connection if the primary fails

Sources: <http://ow.ly/zF7bJ> | <http://ow.ly/zF7hC>



FORATION

Simply keeping you connected