

# The Real Cost Of Downtime



# Can this happen to you?

*Business is growing and it's hard to keep up...then*  
***Suddenly, your network goes down!***

*Employees can't access critical files*

*The server is off and you can't restart it*

*You hear nothing from the server— not even a buzz*

*You have no idea what is wrong!*

# But, you have a computer guy—right?

*You call but  
he's not picking  
up!*

*Clients are  
waiting and  
are unhappy*

*Your business  
is paralyzed*

So, how much does downtime actually cost a business?

***More than you think!***

# A real example

## Lets set the stage:

Accounting firm: 20 people including 2 partners, 3 admin staff and 15 accountants

During tax season: hires up to 15 contract accountants to deal with the surge in business

The firm's server is over 7 years old with recurring issues

The partners ignored repeated warnings to replace the server and install a Backup/Disaster Recovery system

## Suddenly without warning, it happened:

During the height of tax season, the server went down and could not be restarted

A new server had to be purchased, provisioned, prepped and data loaded before it could be brought back online

All told, this accounting firm was down 5 days during tax season

At first, when asked how much did the downtime cost the firm, they responded with just the cost of purchasing and installing the new server

***BUT, THEY WERE WRONG!***

# Let's calculate their real cost of downtime

Assumptions		Calculations	
Average Employee Salary	\$ 30.00	Lost Employee Productivity (18 people total):	\$ 27,000.00
Benefit Load	25%	Contract Accountants:	\$ 30,000.00
Total employee loaded salary	\$ 37.50	Lost Partner Productivity (2 Partners):	\$ 7,692.31
Approximate Partner annual salary	\$ 200,000.00	Lost Accountant Profit (15 employees and 15 contract accountants; salaries MINUS Lost Billings):	\$ 37,500.00
hourly partner rate (2,080 hrs. per yr.)	\$ 96.15	Lost Partner Profit (2 Partner Salaries MINUS Lost Billings):	\$ 8,307.69
Contract Accountant Per Hour (no benefits):	\$ 50.00	Lost clients (3 clients at 50% of annual loss):	\$ 15,000.00
Hours network down	40	Lost Prospects (full cost):	\$ 37,500.00
Number of clients lost	3	Hardware purchase and setup costs:	\$ 4,500.00
Average annual billing for lost clients	\$ 10,000.00	<b>Total cost of downtime to firm:</b>	<b>\$ 167,500.00</b>
Number of prospects lost	5		
Approximate annual billing per lost prospect	\$ 7,500.00		
New server cost	\$ 3,500.00		
Labor cost to set up and provision new server	\$ 1,000.00		
Per hour accountant charge to clients:	\$ 75.00		
Partners charge \$200 per hour for their time	\$ 200.00		

The real cost of downtime for this firm was over \$167,000 not just the \$4,500 they paid to replace equipment

# Here's How All Of this could have been avoided

Use a Managed IT Services firm like [XSolutions](#)

- To monitor and maintain your network
- Break-fix appears cheaper because you only call when something goes wrong, but is more expensive in the long run
- Managed IT Services reduces the cost of ownership for a company's computer systems over time by maintaining systems and avoiding problems in the first place

Replace servers every 4 to 5 years maximum

- Servers run 24/7/365 and perform thousands of services per hour
- Hardware wears out and older systems can't take advantage of newer, more efficient, and powerful software
- They are true workhorses but need to be replaced when they get old and less reliable

Install a proper backup solution that has:

- An onsite device for quick restores and that can function as an alternate server until your equipment can be repaired or replaced
- Failover to the Cloud with full server functionality
- Bare metal restore capabilities
- Automatic screenshot verification to ensure systems are working properly

[Complete Disaster Recovery Solutions](#)

# There Are Mainly 3 Types Of Backups—Here's How They Differ:

## Data Backup

- Only backs up data
- Is slow since it backs up 1 file at a time
- Doesn't guarantee a quick recovery
- It's not easy to check if backups are viable

## Image-based Backup

- Takes a complete picture or image of a server or PC allowing for quicker restorations
- Is better than data backup because it snapshots the entire system
- Does not provide instant failover should a server fail, get damaged or destroyed

## Hybrid-cloud / Instant Failover Solution

- Takes images of systems and saves them to an onsite device and two cloud locations
- Provides alternate server functionality both onsite and from the cloud
- Daily Screenshots of boot-up screens for virtualized servers verifies viability of backups
- Full Management: installation, monitoring, troubleshooting and assisting in recovery

Best Option



# Think Differently!

**STOP** thinking about just backing up your data

- ✓ Start thinking Business Continuity
- ✓ Prepare your business to survive and thrive during and after disaster strikes
- ✓ Business Continuity should be a prime focus of **EVERY** business

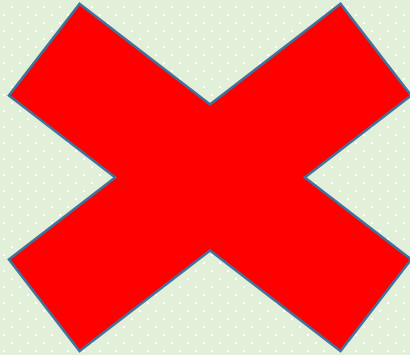
**Fact:** disasters are typically associated with hurricanes, tornados, etc.

- ✓ But as Datto's study shows, they account for only 10% of data loss incidents
- ✓ Human error and Hardware failure accounts for a huge portion of disasters
- ✓ And don't forget—malware, such as ransomware, is now rampant and growing

**KEY FACTOR:** Time To Recovery

- ✓ **Question 1:** What would happen if you suddenly lost access to all of your data?
- ✓ **Question 2:** How long would your company survive without it?
- ✓ **Question 3:** What type of backup would allow you to recover within that period?

# In A Disaster—Time Is Your Chief Enemy



## Data and Image-based Backups

- ✓ Both types of systems need the downed server to be physically repaired or replaced before recovery begins
- ✓ Data backup systems require the operating system, all source programs and server configurations to be installed and configured before data can be accessed and used
- ✓ Both **cannot guarantee** a quick recovery from disasters



## Hybrid-cloud / Instant Failover Solution

- ✓ Can quickly spin up virtual copies of a server from either the onsite device or the cloud
- ✓ Allows you to work business-as-usual directly from the onsite device or the cloud while your server is being repaired or replaced
- ✓ Switch overs can take place in as little as a few minutes
- ✓ Downtime is virtually eliminated

**Picking the wrong backup system for your company can literally put you out of business!**

# A Comparison Of Backup Solutions

Disaster Scenario	File Backup	Image Backup	Hybrid-cloud / Instant Failover
Server hardware failure but Onsite Backup and other equipment are intact	Days to Weeks	Days	Minutes
Ransomware attack: server files encrypted	Days to Weeks	Hours	Minutes
Server and onsite backup device stolen, damaged, or destroyed	Days to Weeks	Days to Weeks	Hours
Lost or corrupted file that needs to be restored from a previous version	Minutes to Hours (Depending on time to locate file)	Minutes to Hours (Depending on time to locate file)	Minutes to Hours (Depending on time to locate file)

# If Your Business Can't Be Down, Then You Need A System That Provides...

**Instant onsite failover** for super-fast, local system restores

**Cloud failover** to two (2) geographically dispersed data centers

**Image capture** for fast, full system recoveries

**Bare Metal Restore (BMR)** capability

**Full management and support**

# INTRODUCING THE DATTO SIRIS

*The Ultimate Protection Against Data Loss*



What It Is	What It Does	What To Expect
✓ A Hybrid-cloud Backup Solution	✓ Instant onsite fail-over	✓ NO data loss
✓ Snapshots of your entire server	✓ Cloud Continuity for maximum protection	✓ NO costly downtime
✓ Infinite data retention	✓ Image Capture for super fast restores	✓ FULL Business Continuity
✓ Automatic onsite & offsite protection	✓ Bare Metal Restore (BMR) capability	✓ FULL Management & Support

# XSolutions And Datto—An Unbeatable Combination!

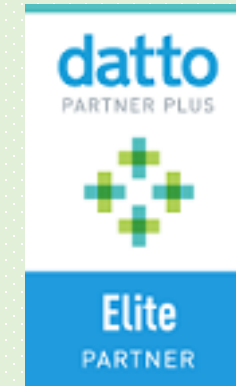
**XSolutions is an Elite Partner of Datto**, the world leader in Hybrid-cloud Business Continuity solutions whose systems protect 180+ Petabytes of data with over 700 employees around the globe.

We are experts in the configuration, installation and management of Datto Business Continuity and Backup systems.

We'll manage, monitor and maintain your backup systems, making sure that they're working properly and that they'll be ready when needed.

**With XSolutions, you're NEVER alone.** We'll be there to help you whenever you need it, from restoring individual files to full server restorations.

In addition to automated alerts, we physically check backups throughout the day making sure they're viable and taking place on schedule. If an issue arises, we'll resolve it immediately or work with Datto's award-winning support team until the problem is solved.



**Contact us to schedule a FREE demo!**

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