



UNLOCK RESILIENCE IN EVERY BYTE

NAVIGATING DOWNTIME CHALLENGES

Business downtime is inevitable cyberthreats are ever-present, employees make mistakes and technical glitches happen when you least expect them.

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

In 2022, businesses suffered a total of **9,161 hours** of cloud downtime.²

Is your organization equipped to defeat downtime challenges?



MUST-KNOW DOWNTIME CAUSES AND STATISTICS



Human error

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

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.⁴



Cyberattacks

In 2023, **82% of breaches** involved data stored in cloud environments.⁵



Natural disasters

In the initial nine months of 2023, the United States witnessed **24 natural disasters** causing damages exceeding **\$1 billion** in each case.⁶

WHY DATA LOSS AND DOWNTIME ARE SERIOUS THREATS TO YOUR BUSINESS



14%, or one in six businesses suffered serious/severe outages in 2022.⁷



A mere one-hour **downtime costs businesses \$500,000**.⁸



In 2022, **32% of outages** endured for more than 12 hours, with **16% extending** beyond 48 hours.⁹



Businesses encountering frequent outages and brownouts incur costs **16 times higher** than those experiencing fewer instances of downtime.¹⁰



Only 52% of organizations have the capability to recover from a severe data loss incident within 12 hours or less.¹¹



Only 24% of businesses have a well-documented, tested and updated disaster recovery plan.¹¹



49% of organizations rely on manual backup processes to recover their data, making data retrieval complicated and time-consuming.¹²



KEY STRATEGIES TO MINIMIZE DOWNTIME AND MAXIMIZE DATA RESILIENCY



Disaster recovery testing

Organizations with planning 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).¹³

Employee training

Employee training reduces overall breach impact and **costs by \$232,000 per breach** event.¹³

Proactive data monitoring

Use of artificial intelligence (AI) and machine learning-driven insights reduces overall breach impact and **costs by \$225,000**.¹³

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.



EXPERIENCE RESILIENCE IN EVERY BYTE WITH SPANNING BACKUP

On average, businesses store approximately 60% of their mission-critical data in the cloud.¹⁴

Data loss and downtime in cloud-based apps like Microsoft 365, Google Workspace and Salesforce can occur due to cyberattacks, human error, malicious behavior, and configuration and sync errors.

Spanning SaaS backup solutions fill the gaps in native functionality in SaaS apps to mitigate downtime and protect critical data from loss caused by these threats. Its powerful yet easy-to-use capabilities empower end users and administrators to quickly find and restore lost data to its original state in just a few clicks. Spanning provides end-to-end data protection and ensures quick recovery in the event of a disaster, allowing you to work with confidence in the cloud.

Sources:

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"With Spanning Backup, I know if anything's lost, we can get it back in two clicks."

William Triantos
Global Google Technical Lead

Don't lose sleep over data loss and downtime. Experience resilience in every byte with Spanning.



START YOUR 14-DAY FREE TRIAL TODAY!