MOZU

THE COST OF AN HOUR
A TCO Checklist

A vital consideration when selecting a commerce platform is: how much does each hour of downtime cost your business? This number can vary widely, but according to a study from CA Technologies a total of **$26.5 BILLION USD** is lost each year due to IT downtime.
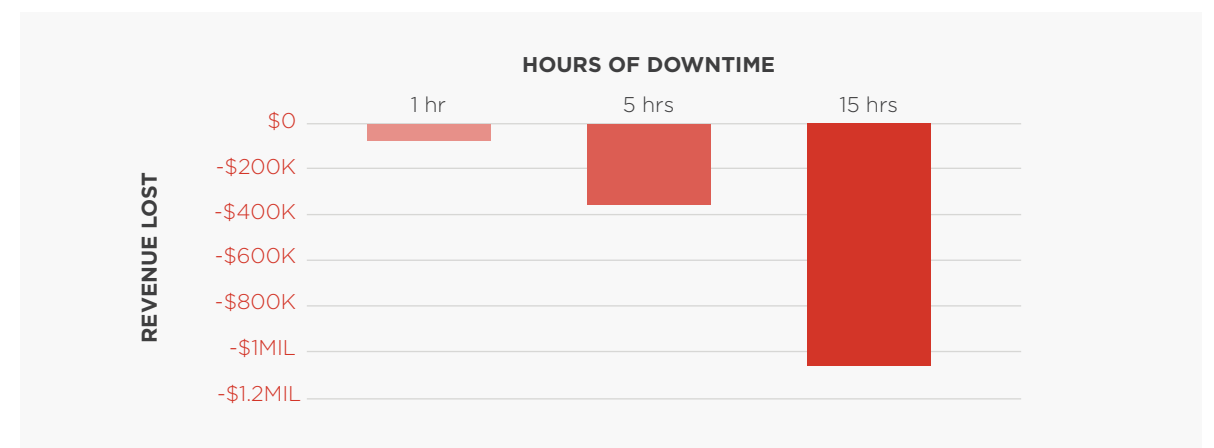
Broken down by business size, that's an average of approximately **$91,000** in lost revenue for midsize businesses, and **$1 MILLION** and higher for large enterprises.

To understand the impact of downtime, businesses must ask the hard questions to understand the full implications of losing even just one hour:

- ☐ How much revenue could you potentially lose for every hour your critical processes and applications are not available to your customers?

- ☐ How many customer transactions can you afford to lose without impact to your bottom line?

- ☐ What will the productivity costs be for the loss of available IT systems and applications?

- ☐ How will collaborative business processes with partners, suppliers and customers be affected by unexpected IT outages?

- ☐ What is the total cost of lost productivity and lost revenue during unplanned downtime?

- ☐ What are additional considerations you might not directly experience, including negative customer fallout, fewer return site visits and a poor brand reputation over time?

Do the math.

14 hours $\times$ $71,000+ $\approx$ $1 MILLION+

Average IT downtime per year   Revenue lost for each hour of IT downtime   Revenue lost each year due to IT downtime

HOURS OF DOWNTIME

REVENUE LOST	1 hr	5 hrs	15 hrs
$0			
-$200K			
-$400K			
-$600K			
-$800K			
-$1MIL			
-$1.2MIL			

Mozu is one of the most available commerce platforms on the market. Our multi-tenant SaaS technology and five redundant, geographically dispersed data centers guarantee 99.9% uptime that protect your revenue and reputation by keeping assets available, secure and performing optimally.

To learn more, download our free guide for a detailed TCO comparison between SaaS-based and on-premise platforms, or visit mozu.com.

Find out how much every hour of downtime is costing your business with this calculator from Vision Solutions

Sources: Information Week | Beta News | Vision Solutions