

THE CRIPPLING COSTS OF DATA LOSS

Data loss is expensive. Accidental deletions, power outages, system failures, and computer viruses are just some of the ways small businesses can lose data.

But cloud backup lets you get back to business without missing a beat. Does the time and costs really add up, you ask? Take a look at these data points to learn the answer.

IS DATA LOSS REALLY A THREAT?

Absolutely. Small businesses are confronted with millions of data loss events every year. Of the 28 million small businesses in the U.S.:

22%

HAVE LOST DATA IN
THE LAST YEAR

85%

WHO LOST DATA
NEVER RECOVERED IT

43%

WOULDN'T KNOW HOW TO
RESPOND TO A CYBER-ATTACK



WILL IT REALLY COST ME MONEY?

Yes. The cost and consequences of data loss and downtime are well documented.

RANSOMWARE

If you're hit by a ransomware attack, your data could be held hostage by hackers who demand thousands. Without backup, you have little choice but to pay, and even then, there are no guarantees you'll get your data back.

\$300

AVERAGE
RANSOMWARE
DEMAND*

\$17,000

PAID BY A LOS ANGELES
HOSPITAL IN 2016

REGULATORY COMPLIANCE

Many businesses are required to meet backup regulations, with strict penalties for those that don't comply:

\$100-\$50K

FINES FOR LACK OF
COMPLIANCE CAN RANGE
FROM \$100 TO \$50,000

\$1.5M

HIPAA VIOLATIONS ARE
CAPPED AT \$1,500,000
PER CALENDAR YEAR



OF SMALL BUSINESSES ARE
REQUIRED TO BACK UP DATA
PER REGULATIONS

DOWNTIME

Cyber-attacks, viruses, human error, and natural disasters all have one thing in common—they mean data downtime. And that can be devastating if you're not prepared.

\$427

DATA OUTAGES CAN COST
EVEN SMALL BUSINESSES UP
TO \$427 PER MINUTE**



OF COMPANIES THAT LOSE DATA
FOR 10 DAYS OR MORE END UP
FILING FOR BANKRUPTCY***

These threats can strike any business at any time, and they can add up to big losses. But they're also preventable. Bottom line: Your investment in cloud backup is an insurance policy against the crippling costs of data loss.

STAY PROTECTED. RENEW YOUR CARBONITE SUBSCRIPTION TODAY.

RENEW TODAY

CARBONITE

*Institute for Critical Infrastructure Technology, 2016

**International Data Corporation: The Growth Opportunity for SMB Cloud and Hybrid Business Continuity, 2015

***Aberdeen Group, Downtime and Data Loss: How much can you afford?, 2013

All other data is sourced from the Carbonite DataBoss Report, 2016

