What's the real cost when your network goes down?

24/7 network availability and cost of outages

From the simple usage of communication and productivity to the foundation of proprietary software and business critical apps that keep workflow and production going, businesses rely on their technology. Many companies expect these to be available 24/7, and even an hour or two of down time can seriously impact productivity and their bottom line. A dependable disaster recovery plan along with reliable fail-safes can keep any network failure from becoming a "disaster".

What's the real cost?

The IT Process Institute's Visible Ops Handbook reports that "80% of unplanned outages are due to ill-planned changes made by administrators ("operations staff") or developers." According to Information week "IT downtime accounts for about $26.5 billion in lost revenue every year." –See more at: Information Week. This affects every business from the smallest to largest in the world. Something as simple as a sales rep, who is on the road, not being able to get to email to follow up with a potential client after hours can lose a company tens of thousands of dollars. *Think what would happen if he can't get that bid in on time!* Not only can it hurt the bottom line but it can also impact a company's reputation and the loyalty of their customers.

According to NASI (North American Systems International) you can calculate the cost of down time with the following equation:

LOST REVENUE = (GR/TH) x I x H
GR = gross yearly revenue
TH = total yearly business hours
I = percentage impact H = number of hours of outage
H = number of hours of outage

See more at: NASI

In today's world businesses rely upon their IT infrastructure for almost every aspect of their business.

One of the largest causes of network outages is due to misconfigurations.

It's a 24/7 world

The best way to help avoid downtime is to put the proper policies, fail safes, procedures and disaster recovery plans in place before a problem occurs. Something as simple as not keeping systems up to date can cause a catastrophic failure and cost a company revenue and reputation.

A reliable IT Team should construct a disaster recovery policy that includes emergency contacts and procedures along with how the infrastructure will look if a major catastrophe were to happen. They need to have reliable onsite and offsite backups that will allow them to quickly get the systems back in place. They also need a way to monitor a company's systems 24/7, and have someone on call who can react quickly to outages to help minimize the impact. They need to be proactive in their approach to a company's IT infrastructure, and not reactive.

In today's fast pace 24/7 world it's important for a company to know that their systems are designed with reliability in mind and that there are procedures and fail safes put into place to minimize the possibility of downtime. It's critical that the individuals maintaining the network are competent and have thought through every scenario. Just a few hours of downtime a year can have a great impact on a company's bottom line and reputation.

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