

What does internet downtime cost your business?

Hint: It's more than you think.



Average cost of downtime

\$5,600

per minute
or

\$336,000

per hour¹



98%

of respondents to a survey by IT Intelligence Consulting (ITIC) reported downtime costs above \$100,000 per hour²

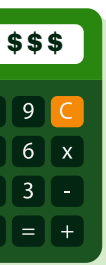


Internet connections are down or unusable for an annual average of

604 hours

according to Bigleaf data³

Internet downtime leads to loss of revenue and employee productivity, as well as potential for fines and penalties. Recovery can require costly third-party assistance plus replacement hardware, software, and data. Significant, intangible costs can result from damage to reputation, brand, and customer relationships.



Lost Revenue + Lost Productivity + Recovery Costs + Intangible Costs
= Your Cost of Downtime

Prevent downtime and improve internet performance

Internet downtime and unusable uptime are expensive. Bigleaf can prevent those risks, preserving your company's revenues, your team's productivity, and your own peace of mind.



Internet connectivity without complexity

1. Gartner, "The Cost of Downtime," 2014. See: blogs.gartner.com/andrew-lerner/2014/07/16/the-cost-of-downtime/
2. ITIC, "Forty Percent of Enterprises Say Hourly Downtime Costs Top \$1Million," 2020. See: itic-corp.com/forty-percent-of-enterprises-say-hourly-downtime-costs-top-1million/
3. Bigleaf, "It's time to make usable uptime the KPI for your company's internet," 2021. www.bigleaf.net/resources/usable-uptime/