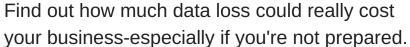


Calculating the hidden costs of data loss





Т

vertical, the cost per reco	ta breach is \$4 million dollars—and rd can be more or less.	the average cost	per record is \$158. Depending on your
Average: \$158 Healthcare: \$355			
Retail: \$172			
Transportation: \$129			
How many records do yo	u have?		
	x	&	
Number of records	Cost per record for your ind	~	Cost of a data breach
he cost of downti	ime		
The average cost of down	ntime is \$8,662 per minute.		
<u> </u>	and to an outage or identify when it	nannens?	
How long does your average			
	V		
Average downtime	X \$8662 = \$ Average cost per minute	Cost of dowr	ntimo
/werage downtaine	Average cost per minute	Cost of dowl	itille
he cost of lost em	iployee productivity		
	or one day of downtime put your bu	siness behind?	
How much will one hour			
How much will one hour of Use these calculations to	find out.		
Use these calculations to	x	÷8 hour workda	
		÷8 hour workda	Days Lost
Use these calculations to	— X Hours of downtime	÷8 hour workda	
Use these calculations to	— X Hours of downtime — → 260) X —	÷8 hour workda	