



# THE UGLY TRUTH ABOUT DOWNTIME COSTS

The little things matter.

Every business wants to reduce costs. But what if buying the cheapest technology upgrades to reduce expenditures was actually increasing business expenses?

The numbers behind downtime can rapidly add up, leaving your business vulnerable to unnecessary costs. According to Gartner, the average cost of network downtime ranges from \$5,600 all the way up to \$5 million per minute. <sup>1</sup>



Let's dive into the numbers. In a study conducted by Gartner, 98% of organizations say a single hour of downtime costs over \$100,000. The same study reported that 33% of respondents reported that one hour of downtime costs their firm \$1-5 million.<sup>1</sup>

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Beyond lost revenue, downtime also impacts customer experience. From lost productivity to recovery costs to intangible costs such as damaged brand reputation, downtime plays a significant role on your customer's experience. Whether you have 20 customers or thousands of customers, a seamless customer experience leads to long-term business relations.

Understanding the real costs of downtime and how it impacts your business make it clear that downtime is not an option.



Axiom has built its business on trust and reliability. We have been supporting our customers and their technology since 1995. Being known as THE OEM Alternative®, our top-tier products may not be the lowest cost solution on the market; but, you can rest assured that you're receiving the highest quality components. Backed by the industry's best customer service and warranties, Axiom provides the service and solutions you need for when it matters most for your business.

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## The Axiom Advantage

1. Quality products you can trust at competitive pricing
2. On-time product availability with product ready to ship out of our US-based warehouses
3. Best-in-class US-based customer support
4. Industry leading warranties to give you peace of mind
5. Diverse product lines and solutions to cover your entire data center

Contact your Axiom Sales Representative for all the details.

Call: 888-658-3326

Email: [sales@axiomupgrades.com](mailto:sales@axiomupgrades.com)

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Source: 1 Gartner. "The Cost of Downtime." Gartner. 2014 <https://blogs.gartner.com/andrew-lemer/2014/07/16/the-cost-of-downtime/>