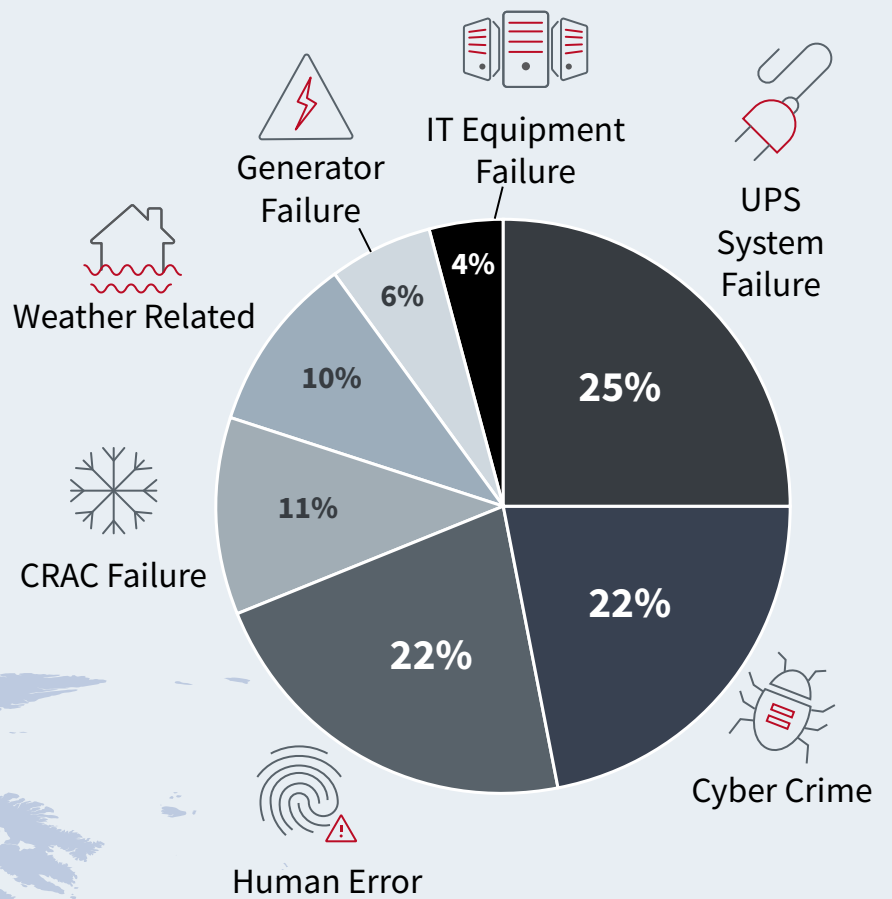
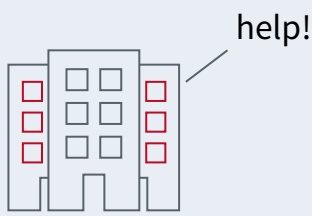


# The Real Cost of IT OUTAGES & DISRUPTIONS

Do you know the full extent to which IT outages and disruptions can affect your business?

## The Problem

The majority of outages and disruptions are not IT issues, but issues that IT has to deal with.



## The Costs

**\$700B**  
annually

Information and communication technology downtime cost to North American companies



end-user dissatisfaction



bad press



lowered employee morale



negative image of your team

## The Solution

An IT resilience platform that effectively handles all IT disruptions — both planned and unplanned — is critical to the success of your business



**Test** your ability to recover from outages and disruptions on a regular basis



**Maintain** end-user availability with data protection solutions that deliver continuous availability



**Automate** manual processes in order to cut down on recovery times



**Keep it simple.** Your team will have more confidence when it's easier to recover from IT disruptions

Sources  
The Cost of Server, Application, and Network Downtime: North American Enterprise Survey and Calculator, IHS Inc. (NYSE: IHS)  
Major Causes of Downtime, 365 Datacenters

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Learn more about the Zerto IT Resilience Platform™.

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