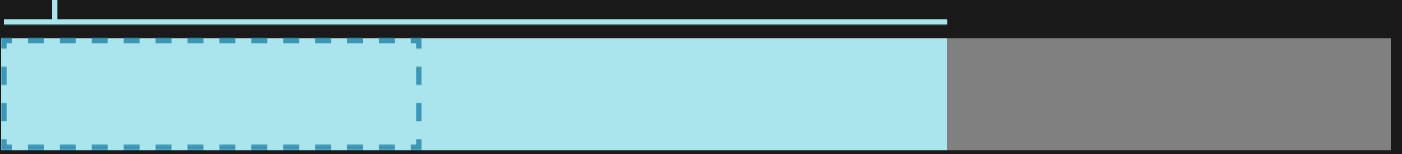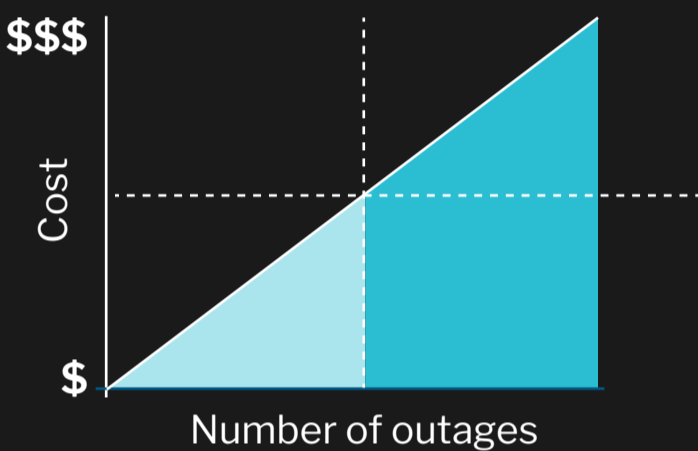# DATA OUTAGES

1. THEY'RE COMMON

68% of organizations have experienced an outage

30% of organizations have had an outage **in the last 2 years**

2. THEY'RE EXPENSIVE

$$$

Cost

$

Number of outages

About **50%** of outages cost over **$100k**

3. THEY'RE PAINFUL

Lost worker productivity	**49%**
Damaged reputation	**35%**
Lost revenue from missed business opportunities	**28%**
Penalties related to compliance	**23%**
Lost customer loyalty	**19%**

4. RECOVERY TIME IS CRUCIAL

30 hours for non-critical data

4 hours for business-critical data

90 minutes for mission-critical data

Source: 451 Research's Voice of the Enterprise: Storage, Data Management & Disaster Recovery 2020

PURESTORAGE

Safeguard your data and keep your business running without disruption.
purestorage.com/products/purity/safeguard.html