

THE REAL COST OF LOSING DATA

THE DESIGNERS AT ABC, INC. ARE IN SEARCH OF SOME OLD FILES TO REUSE FOR A PRODUCT UPDATE

85%



85% OF NEW PRODUCT DESIGNS CONSIST OF INTELLECTUAL PROPERTY FROM PRIOR PRODUCTS.¹

30%



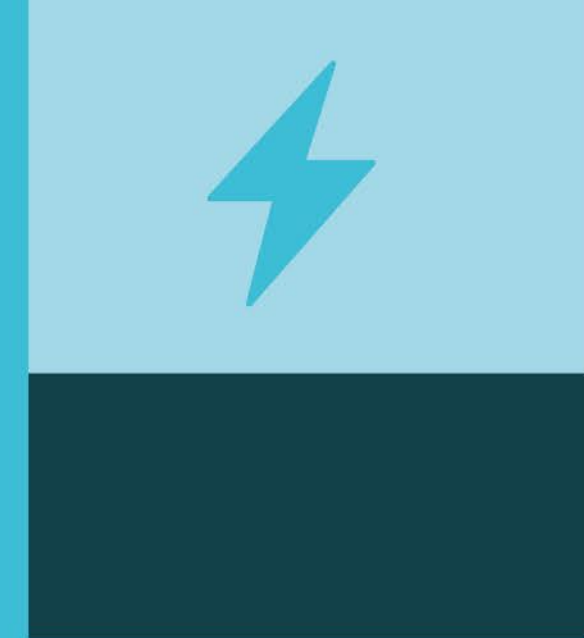
AFTER SEARCHING HIGH AND LOW, THEY FIND THAT 30% OF THE FILES ARE MISSING.

47%



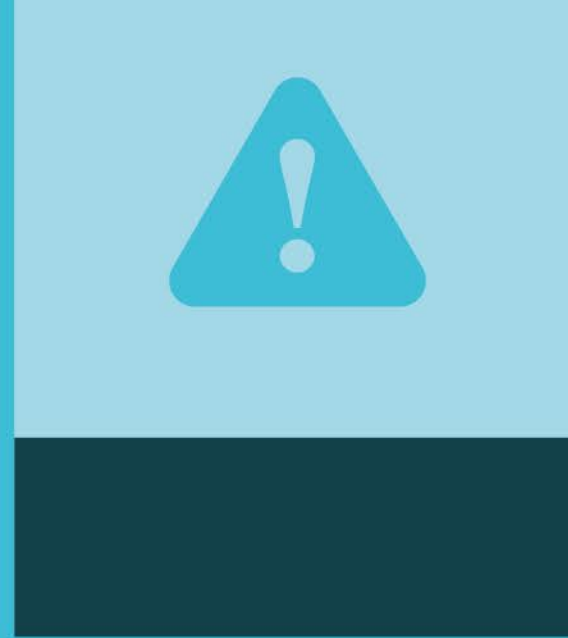
47% OF ENTERPRISES LOSE DATA IN THE CLOUD AND HAVE TO RESTORE THEIR INFORMATION FROM BACKUPS.²

THE MOST COMMON CAUSES OF DATA LOSS ARE:



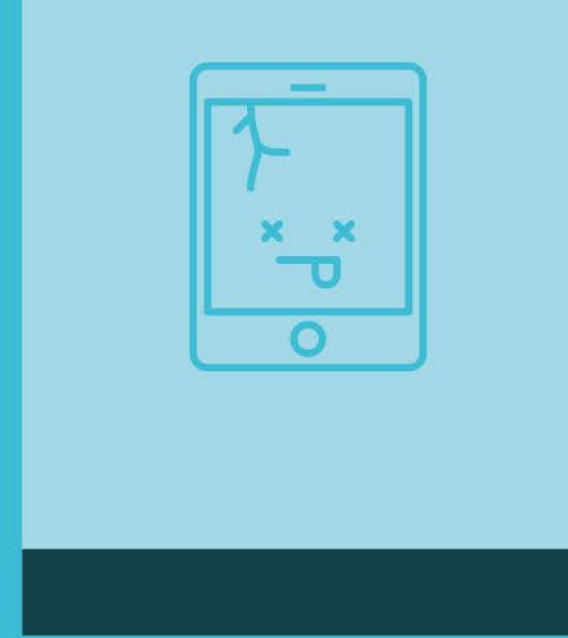
40%

HARDWARE FAILURE (POWER SURGES)



30%

HUMAN ERROR (ACCIDENTAL DELETION, DROPPING LAPTOP)



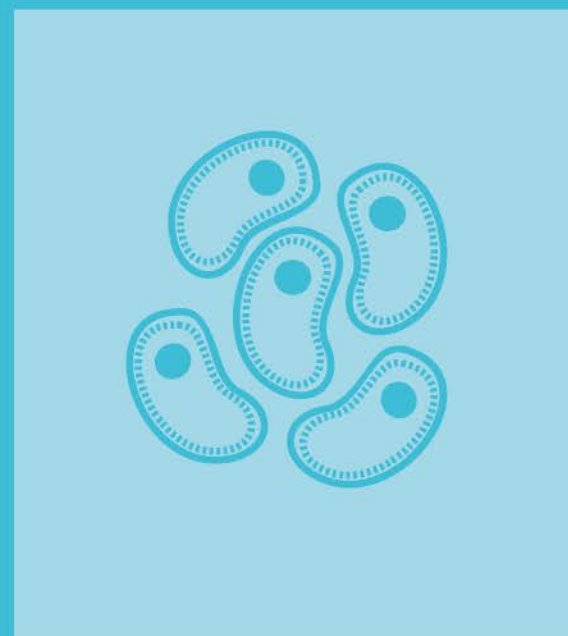
13%

SOFTWARE CORRUPTION



9%

THEFT OF HARDWARE



6%

COMPUTER VIRUSES



2%

HARDWARE DESTRUCTION (FLOOD, LIGHTNING, FIRE)

ONE OF THE DESIGNERS AT ABC ACCIDENTLY DELETED SOME OF THE FILES ON THE SERVER.

40%

OF SMALL & MEDIUM ENTERPRISES DON'T BACK UP THEIR DATA AND WHEN THEY DO 40-50% OF THOSE BACKUPS ARE NOT FULLY RECOVERABLE.³



1MB LOST DATA = \$10,000

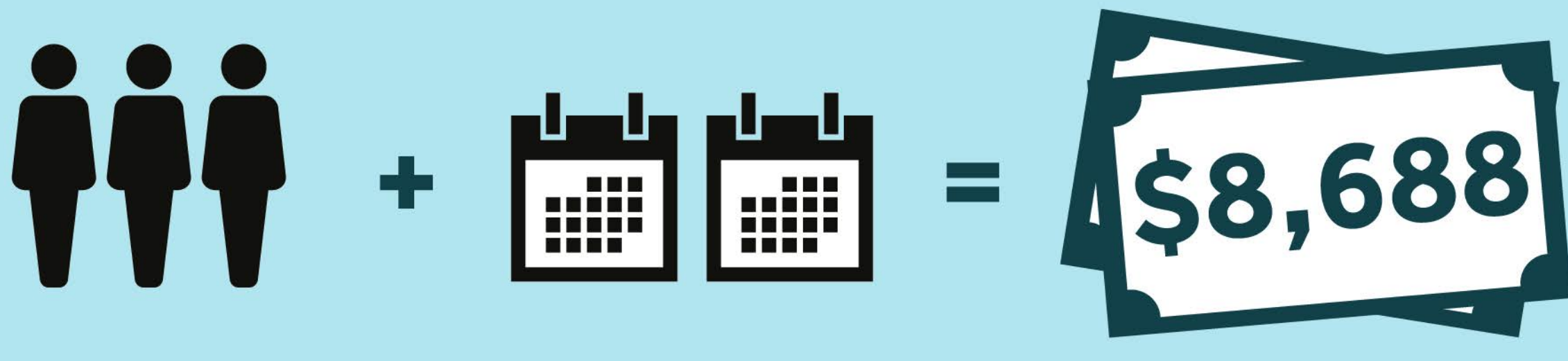
THE AVERAGE TIME NEEDED TO RECOVER LOST DATA IS ABOUT 6 HOURS.⁴ 16% OF ORGANIZATIONS' RECOVERY OPERATIONS FAIL.⁵

IF DATA CAN'T BE EASILY FOUND, IT MAY AS WELL BE LOST. THE VALUE OF 1MB DATA IS ESTIMATED AT \$10,000.

ABC WAS UNABLE TO RECOVER THE LOST DATA SO THE FILES MUST BE RECREATED FROM SCRATCH.



DURING THE TIME IN WHICH THE DUPLICATION IS UNDERWAY, ABC'S DESIGN TEAM IS UNABLE TO WORK ON OTHER PROJECTS, REDUCING OVERALL PRODUCTIVITY.



ABC EMPLOYEES EARN AN AVERAGE OF \$36.20 AN HOUR IN WAGES AND BENEFITS. FOR 3 DESIGNERS, 2 WEEKS OF DUPLICATED WORK TIME COSTS ABC \$8,688. BECAUSE OF THE DATA LOST, ABC'S PROJECT IS NOW 3 WEEKS BEHIND SCHEDULE.

50% REVENUE LOST

THE DESIGN TEAM IS WORKING AROUND THE CLOCK TO MAKE UP FOR THE TIME LOST.

THE PRODUCT UPDATE IS LATE GETTING TO MARKET, CAUSING ABC TO SUFFER A LOSS OF 50% OF PROJECTED REVENUE FOR THE MONTH.



1%

THE AVERAGE COMPANY LOSES 1% OF ANNUAL REVENUE DUE TO DATA LOSS.⁶

\$

DATA LOSS COSTS THE AVERAGE ORGANIZATION \$585,892 ANNUALLY, THE DOWNTIME COSTS \$497,037.⁷



BY INVESTING IN A DATA MANAGEMENT SOLUTION, ABC WOULD HAVE SAVED 21 DAYS + \$8K IN MAN-HOURS + THOUSANDS IN LOST REVENUE.



MORE THAN TWO-THIRDS OF ORGANIZATIONS EXPECT THEIR SPENDING ON DATA MANAGEMENT SERVICES TO INCREASE BY AT LEAST 5% OVER THE NEXT 12 MONTHS.⁸

WORLD-CLASS COMPANIES ARE:



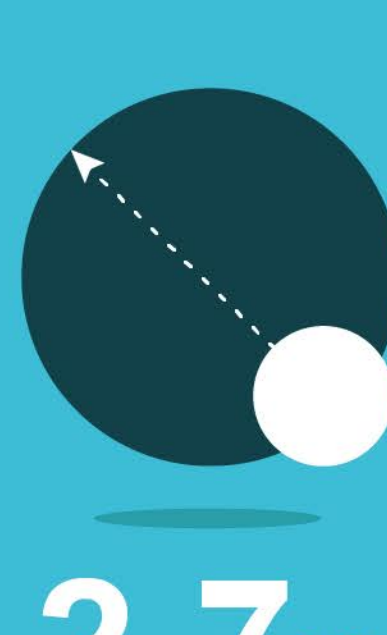
30%

MORE LIKELY TO USE PDM OR PLM SOLUTIONS



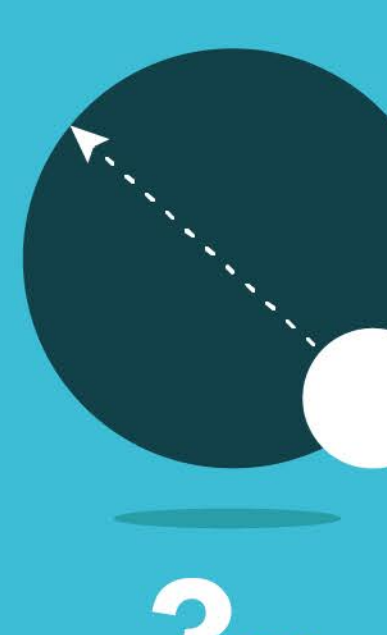
25%

LESS TIME SPENT ON NON-PRODUCTIVE DATA MANAGEMENT TASKS⁹



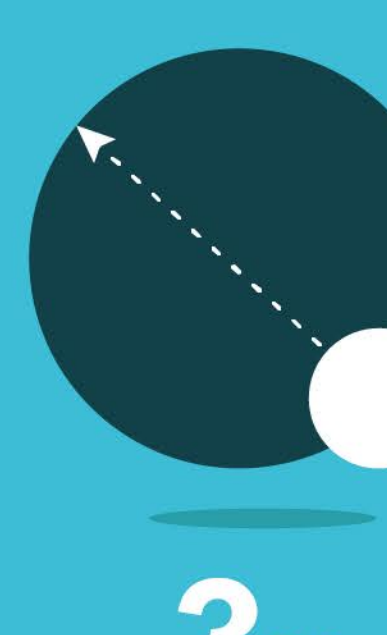
2.7x

AS LIKELY TO BE "VERY EFFECTIVE" AT FINDING THE DATA THEY NEED



3x

AS LIKELY TO BE "VERY EFFECTIVE" AT COMPLETING DATA MANAGEMENT TASKS EFFICIENTLY



3x

TIMES AS LIKELY TO BE "VERY EFFECTIVE" AT MANAGING THEIR DESIGN PROJECTS

DON'T LOSE YOUR IMPORTANT DATA, AS ABC, INC. DID!

BEST IN CLASS COMPANIES INVEST IN DATA MANAGEMENT TO PROTECT THEIR CRITICAL DATA