

**Business downtime is inevitable** cyberthreats are ever-present, employees make mistakes and technical glitches happen when you least expect them.

62% of businesses suffer from unplanned downtime every month.1

In 2022, businesses suffered a total of 9,161 hours of cloud downtime.2

Is your organization equipped to defeat downtime challenges?

### **AND STATISTICS** Hardware/ **Human error**

**MUST-KNOW DOWNTIME CAUSES** 



A study conducted by Stanford University researchers and a leading cybersecurity firm revealed that around 88% of data breaches stem from employee mistakes.3



### software failure One in five organizations

experienced a "serious" or "severe" data center outage, resulting in significant financial losses and compliance breaches, in the past three years.4



### In 2023, 82% of breaches involved

**Cyberattacks** 

data stored incloud environments.5



## In the initial nine months

**Natural disasters** 

of 2023, the United States witnessed 24 natural disasters causing damages exceeding \$1 billion in each case.6

# THREATS TO YOUR BUSINESS

WHY DATA LOSS AND DOWNTIME ARE SERIOUS



serious/severe outages in 2022.<sup>7</sup>

businesses suffered



businesses \$500,000.8



beyond 48 hours.9



**16 times higher** than those experiencing fewer instances of downtime.10

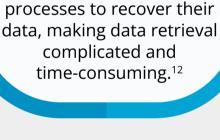


12 hours or less.<sup>11</sup>



disaster recovery plan.<sup>11</sup>

**KEY STRATEGIES TO MINIMIZE DOWNTIME** AND MAXIMIZE DATA RESILIENCY

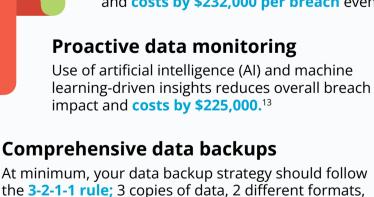


49% of organizations rely on manual backup

### response (IR) planning and testing reduce the overall cost of remediating a breach by \$1.49 million (a 33% reduction in remediation costs).13

Disaster recovery testing

Organizations with mature levels of incident



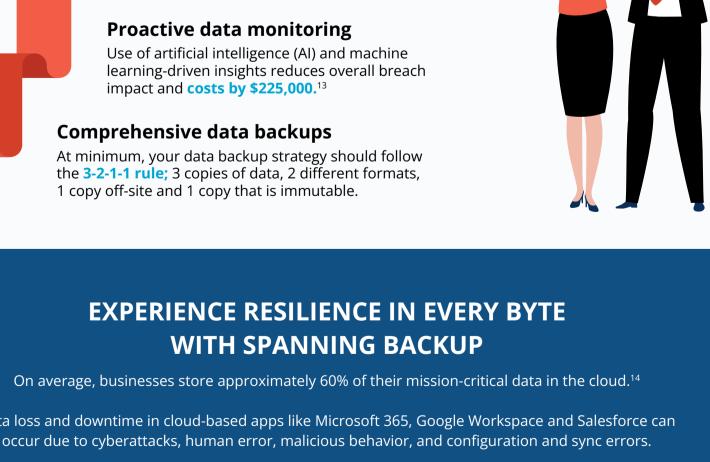
## and costs by \$232,000 per breach event.13

Employee training reduces overall breach impact

Comprehensive data backups

## 1 copy off-site and 1 copy that is immutable.

**Employee training** 



## WITH SPANNING BACKUP On average, businesses store approximately 60% of their mission-critical data in the cloud.<sup>14</sup>

Data loss and downtime in cloud-based apps like Microsoft 365, Google Workspace and Salesforce can

Spanning SaaS backup solutions fill the gaps in native functionality in SaaS apps to mitigate downtime and protect critical data from loss caused by these threats. Its powerful yet easy-to-use capabilities

in the event of a disaster, allowing you to work with confidence in the cloud. **Sources:** 1 cxotoday.com 9 uptimeinstitute.com 10 logicmonitor.com blog.knowbe4.com

empower end users and administrators to quickly find and restore lost data to its original state in just a few clicks. Spanning provides end-to-end data protection and ensures quick recovery

- getgds.com
- 8 newrelic.com

4 uptimeinstitute.com

- - 14 helpnetsecurity.com
- 12 datto.com

"With Spanning Backup, I know if anything's lost, we can get it back in two clicks."

> **William Triantos** Global Google Technical Lead

Don't lose sleep over data loss and downtime. **Experience resilience in every byte with Spanning.** 



**START YOUR 14-DAY FREE TRIAL TODAY!**