

Downtime Costs By Industry

Downtime costs will vary by industry and are largely dependent on a company's dependence on technology and data. The following chart illustrates the average downtime per hour for many industries, but remember that vulnerability to data unavailability and loss isn't just limited to monetary impact, it also includes such things as loss of customer confidence, liability, and lost current and future business.

Industry	Hourly Downtime Costs
Brokerage Operations	\$6,450,000
Energy	\$2,817,846
Credit Card Sales Authorizations	\$2,600,000
Telecommunications	\$2,066,245
Manufacturing	\$1,610,654
Financial Institutions	\$1,495,134
Information Technology	\$1,344,461
Insurance	\$1,202,444
Retail	\$1,107,274
Pharmaceuticals	\$1,082,252
Banking	\$996,802
Food/Beverage Processing	\$804,192
Consumer Products	\$785,719
Chemicals	\$704,101
Transportation	\$668,586
Utilities	\$643,250
Healthcare	\$636,030
Metals/Natural Resources	\$580,588
Professional Services	\$532,510
Electronics	\$477,366
Construction and Engineering	\$389,601
Media	\$340,432
Hospitality and Travel	\$330,654
Pay-Per-View TV	\$150,000
Home Shopping TV	\$113,000
Catalog Sales	\$90,000
Airline Reservations	\$90,000
Tele-Ticket Sales	\$69,000
Package Shipping	\$28,000
ATM Fees	\$14,500
Average	\$944,395

Sources: IT Performance Engineering and Measurement Strategies: Quantifying Performance and Loss, Meta Group, Oct. 2000; Fibre Channel Industry Association.