

HOW TO ELIMINATE DOWNTIME

Stay connected with primary or backup cellular solutions

HOW OFTEN DOES DOWNTIME OCCUR?

81% of retailers experience downtime at least once a year.¹

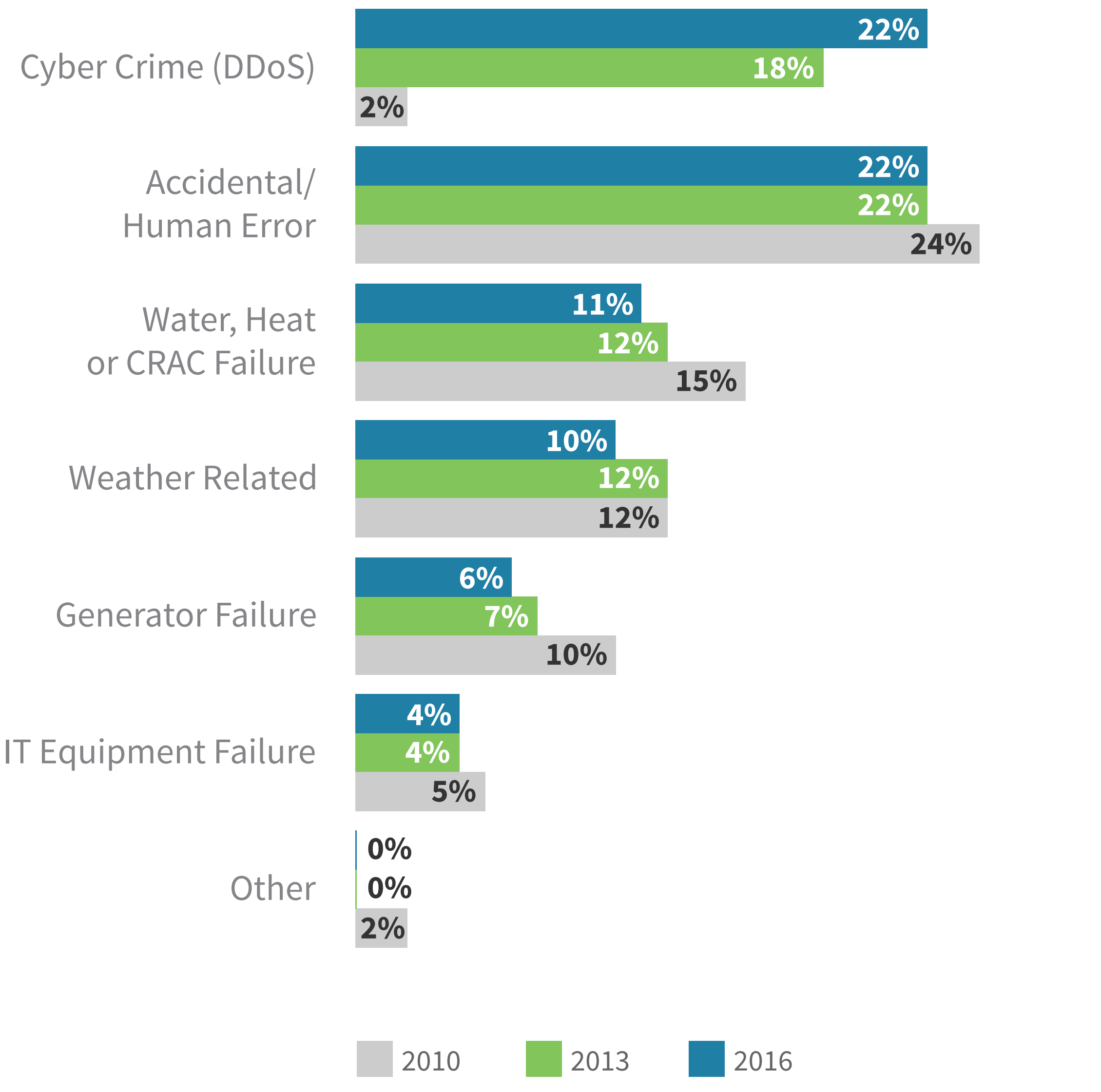


Even with 99% uptime, businesses will still experience

80+ HOURS
of unplanned downtime
PER YEAR

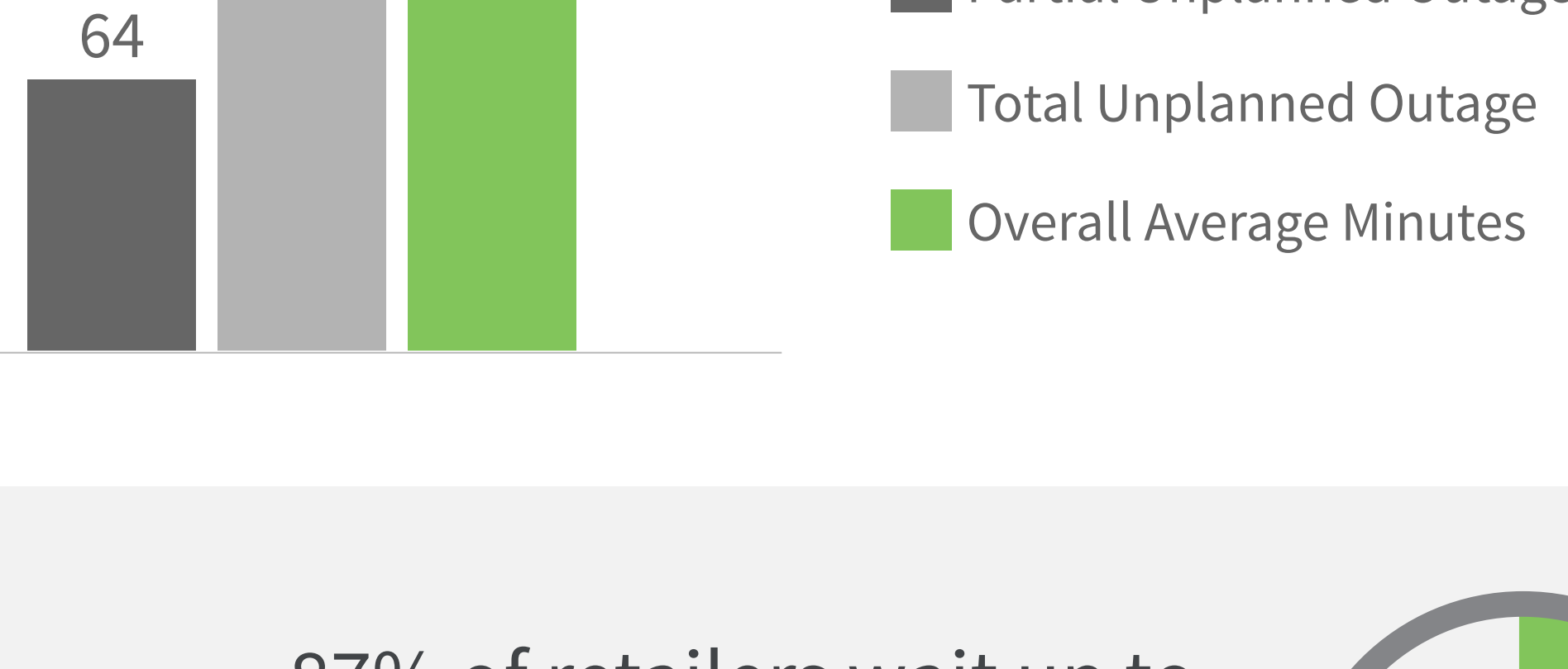
WHAT CAUSES NETWORK DOWNTIME?

Comparison of 2010, 2013 and 2016 results²



WHAT IS THE AVERAGE LENGTH OF DOWNTIME?

Average length in time (minutes) for partial and total shutdown²

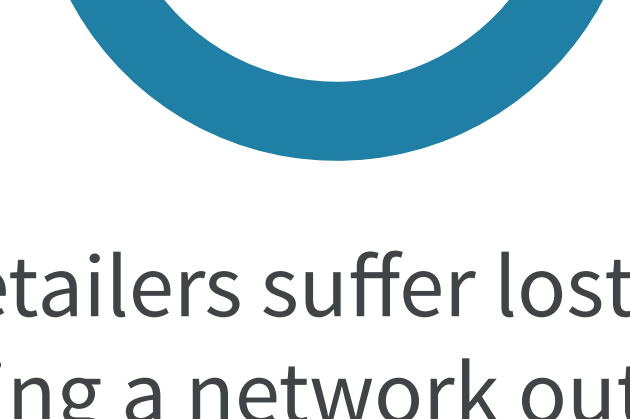


87% of retailers wait up to **FOUR HOURS** for support when an outage occurs.¹



BUSINESS IMPACT

UNPLANNED DOWNTIME NEGATIVELY AFFECTS A BUSINESS'S PRODUCTIVITY AND BOTTOM LINE.



72% of retailers suffer lost sales during a network outage.¹



61% of retailers cannot process credit cards while disconnected from the network.¹

BAD PERCEPTION

NEGATIVE REPUTATION

SECURITY RISKS



Nearly one in three retailers report that **when their networks are down, their brand reputation becomes damaged.**¹

82%

of retailers report that network downtime results in negative customer experience.¹

OVER 70%

of retailers cannot utilize in-store digital signage without network connectivity.¹

More than half of retailers **cannot enable their security systems** while disconnected from their network.¹



36% of retailers see network downtime as a time in which they are **more vulnerable to data breaches.**¹

WHAT IS THE COST OF DOWNTIME?



THE OVERALL AVERAGE COST:

\$740,357

PER INCIDENT²

THE TOTAL NUMBER OF DDoS ATTACKS WILL REACH 17 MILLION IN 2020

THE COST OF A DDoS ATTACK AVERAGES BETWEEN \$20,000 AND \$420,000/HR

THE LONGEST ATTACK IN 2018 LASTED 329 HOURS³

A Gartner study found the cost of network downtime, on average, to be

\$140,000 - \$540,000

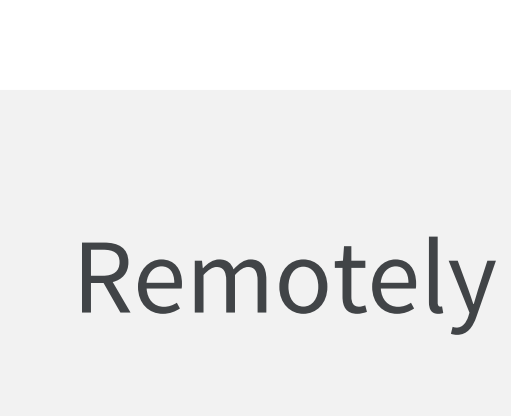
PER HOUR⁴

HOW DO YOU ELIMINATE DOWNTIME?

ELIMINATE DOWNTIME AT ALL LOCATIONS



Support business-critical applications. Automatically switch between LTE carriers.



AVOID COSTLY OUTAGES AND DISRUPTIONS

Remotely manage and monitor connectivity. Upgrade without replacing the router.

ENSURE MAXIMUM UPTIME AND PERFORMANCE



Learn more at: www.digi.com/products/networking/cellular-routers