

Data Loss Statistics

93% of companies that lost their data center for ten days or more due to a disaster filed for bankruptcy within one year of the disaster. 50% of businesses that found themselves without data management for this same time period filed for bankruptcy immediately.

Source: National Archives & Records Administration in Washington

The average company spends between \$100,000 and \$1,000,000 in total ramifications per year for desktop-oriented disasters (both hard and soft costs).

Source: 7th Annual ICSA Lab's Virus Prevalence Survey, March 2002

Companies that aren't able to resume operations within ten days (of a disaster hit) are not likely to survive.

Source: Strategic Research Institute

More than two-thirds (69%) of home computer users and nearly half (46%) of work computer users personally back up their data only once a month or less often, or they never back up their data. As a result, computer users are often completely unprepared for sudden attacks by hackers, viruses, blackouts and electrical failure.

Source: 2001 National survey conducted by Bruskin Research for Iomega Corporation

Nearly three out of five personal computer users have lost an electronic file they thought they had sufficiently stored and only one in four users frequently back up digital files, even when 85% of computer users say they are very concerned about losing important digital data. *Source: National Harris Interactive survey*

A hard drive crashes every 15 seconds.

Source: University of North Carolina's Information Technology Service

2,000 laptops are stolen or lost every day.

Source: University of North Carolina's Information Technology Service

31% of PC users have lost all of their PC files due to events beyond their control.

Source: University of North Carolina's Information Technology Service

As much as 60% of corporate data resides unprotected on PC desktops and laptops.

Source: IDC analyst Cynthia Doyle, Business Continuity in 2002: It's Not Business as Usual

More than 22% of home and business users indicate that backing up information is on their to-do list, but they seldom do it.

Source: National Harris Interactive survey

Small business owners invest a tremendous amount of time, money and resources to make their ventures successful, and yet, while the importance of emergency planning may seem self evident, it may get put on the back burner in the face of more immediate concerns.

For small business owners, being prepared can mean staying in business after a disaster.

Source: US Small Business Administration