

EXCLUSIVE REPORT

THE HIDDEN COST OF IT DOWNTIME
(AND HOW WE CAN FIX THEM)

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EXECUTIVE SUMMARY

Downtime is often treated as a technical inconvenience. In reality, it's a silent business killer. The true cost goes far beyond missed working hours. It impacts revenue, reputation, and long-term growth.

This report uncovers the hidden costs of IT downtime and shares proven strategies to fix them. The insights are drawn from real-world experience helping organizations cut downtime by more than half.

SECTION 1: THE OBVIOUS COSTS

The most visible losses are financial. Studies estimate that even a single hour of downtime can cost mid-sized companies thousands of dollars. These include:

1. Missed customer sales.
2. Disrupted workflows.
3. Direct loss of productivity.

Imagine your team sitting idle while your competitors keep moving - that's the price of waiting for systems to come back online.

SECTION 2: THE HIDDEN COSTS

But downtime's real damage often hides below the surface:

- * **Customer Trust:** Clients expect 24/7 reliability. Repeated outages push them toward competitors.
- * **Compliance Risks:** Interruptions in regulated industries can lead to fines and legal exposure.
- * **Employee Morale:** Frustration grows when staff can't do their jobs. Talent retention suffers.
- * **Innovation Slowdown:** Energy shifts from forward projects to firefighting.

Downtime isn't just lost hours - it's lost momentum.

SECTION 3: REAL-WORLD SPOTLIGHT

A financial services firm once came to us with frequent outages that disrupted client transactions. Within months of implementing proactive ITSM monitoring and automation, downtime was cut by 60%, customer complaints dropped dramatically, and employee satisfaction improved.

That's the power of addressing both visible and hidden costs.

SECTION 4: HOW WE FIX THEM

TWPCTech's approach combines proven ITSM practices with human empowerment:

- * **24/7 Monitoring:** Detecting and fixing issues before they spread.
- * **Incident Response:** Structured processes to minimize disruption.
- * **Disaster Recovery Planning:** Ensuring business continuity when the unexpected happens.
- * **Workforce Training:** Equipping employees with first-line troubleshooting skills.

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This layered defense creates both immediate savings and long-term resilience.

TOOLKIT: DOWNTIME COST CALCULATOR

Use this simple formula to estimate your true downtime losses:

> Downtime Cost = (Revenue per Hour + Employee Cost per Hour) × Hours of Downtime × Impact Multiplier
(The impact multiplier accounts for hidden losses such as customer churn and compliance risks. For many businesses, this is 1.5–3x the direct costs.)

CLOSING NOTE

Downtime is not an IT problem - it's a business survival problem. By addressing both the visible and invisible costs, organizations can reclaim stability and growth.

CALL TO ACTION: Get your free ITSM Readiness Report from TWPCTech. Know where your risks are, and let's fix them before they cost you more.