

The Cost of Digital Downtime

In today's digitally disrupted world, slow is the new down. The average consumer spends over 10 hours a day using digital services, with an expectation of 100% uptime. Any unexpected service disruption can mean thousands—or millions—of dollars in lost revenue for digital businesses. Just a few minutes of downtime can completely destroy the customer experience and impact brand loyalty.



\$100K

Average hourly cost of an infrastructure failure



\$500K-\$1M

Average hourly cost of a critical application failure



\$1.2B-\$2.5B

Average annual cost of unplanned application downtime for the Fortune 1000

A Day in the Life of a Digital Consumer

Discover just how much impact downtime can have throughout a digital consumer's day across different industries and experiences:



MOBILE APPS

In this always connected world, companies are prioritizing their mobile presence more than ever before.

- 2/3** of all digital media minutes are spent on mobile devices
- 53%** of mobile users abandon sites that take longer than 3 seconds to load
- 46%** of mobile web users are unlikely to return to a website they had trouble accessing in the past

FINANCIAL SERVICES

With so much sensitive customer data comes great responsibility. Financial services are embracing digital while security remains a top concern.

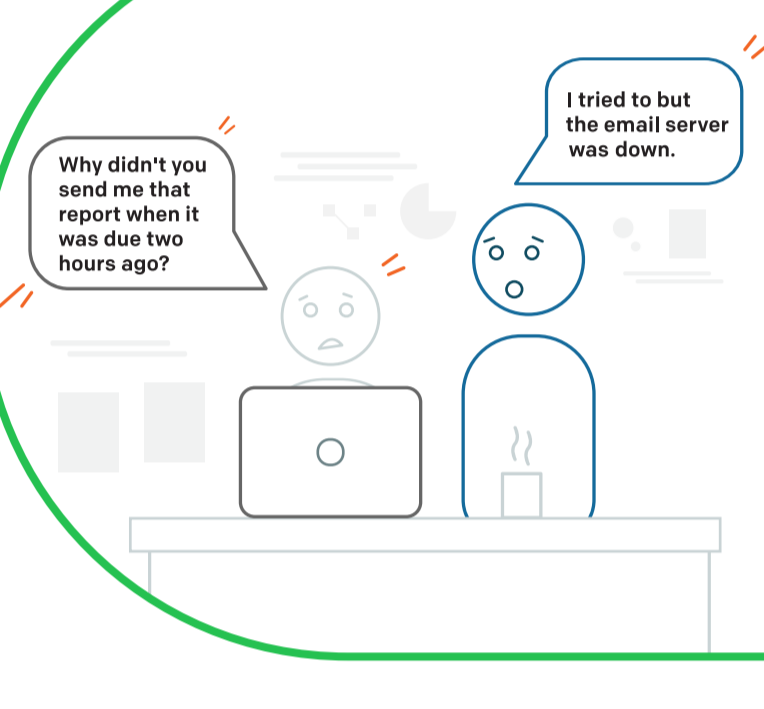
- \$1.4M** cost of downtime for large companies after a breach, making it the most expensive potential consequence of cyber attacks
- 68%** of organizations take more than a day to remediate a security incident upon detection



ENTERPRISE CLOUD APPS

On average, enterprise organizations rely on 1,427 distinct cloud-based services. If any of them go down, daily tasks and overall productivity are heavily impacted.

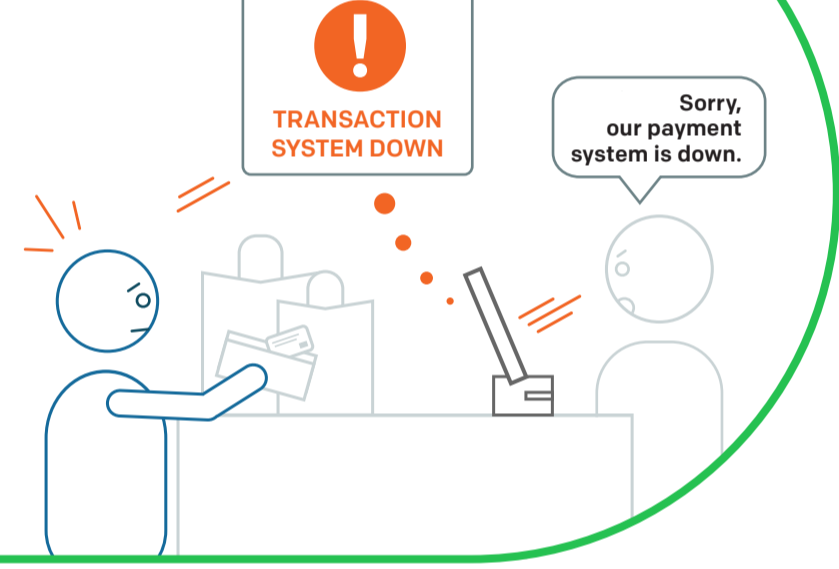
- 210** average number of distinct cloud-based collaboration services used by enterprise organizations
- 76** average number of distinct cloud-based file sharing services used by enterprise organizations



RETAIL SYSTEMS

Whether shopping online, which is at an all time high, or going to brick and mortar stores, customers expect things to be seamless.

- 80%** of American consumers prefer digital payments over cash
- \$4.7K** average cost of each minute of point of sale downtime
- 1 in 3** customers abandon the checkout line at a store if forced to wait more than 5 minutes



TRANSPORTATION

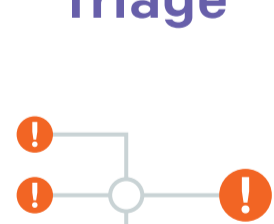
Traveling isn't always easy to begin with, but technical delays can make the experience even more brutal.

- \$327M+** cost of IT outages for major airlines in 2016
- 4.8K+** flights grounded in 2016 as a result of major airline downtime

Digital Operations Management Helps Avoid Disruption

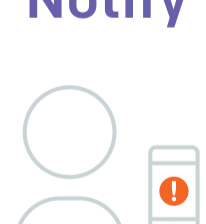
Full-stack visibility and actionable insights must come together for today's digital businesses to deliver better software experiences and meet rising consumer expectations. Once an outage has been detected, real-time response orchestration and an established process for incident management are crucial to minimize impacts on customers and the business.

Triage



Aggregate, correlate, suppress, and prioritize alerts from any data source for your infrastructure health

Notify



Engage the right teams at the right time with automated scheduling, notifications, and fool-proof escalation paths

Resolve



Enable ITOps teams to resolve outages for optimal service performance and delivery with dynamic visualizations and insights

Learn



Find SLA hotspots, analyze trends, and track performance so teams can easily identify root cause and reduce resolution times

Why PagerDuty?

PagerDuty has helped thousands of customers decrease MTTR by an average of

↓ 71%

On average PagerDuty has helped customers save

\$3 million per incident

To date, PagerDuty has prevented over

6 million

events from waking up DevOps, developers and ITOps professionals in the middle of the night

PagerDuty helps over

8,000

customers manage the health of their digital businesses more efficiently for improved customer experiences

Sources

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