



What is the Cost of Doing Nothing?

From system crashes and infrastructure downtime, to natural disasters and cyberattacks, the likelihood of an organization facing an IT disaster has never been greater. No business is immune, and these disruptive events can have costly impacts on productivity and revenue, especially if you lack an IT strategy that helps you rapidly recover in the aftermath. When disaster strikes, your data, sales, finances, customer trust, reputation, employee job performance, and business itself are at stake. Can you afford to do nothing?

Doing nothing may seem like a cost-effective decision. However, doing nothing only works until the moment an unplanned incident occurs. Just like it is seemingly cheaper not to insure and back up your iPhone - right up until the day your phone gets stolen or lost and you lose all of your contacts, photos, and personal information. In the IT world, it's not a matter of "if" something is going to happen but a matter of "when."

70% of companies have experienced data loss due to accident or disaster and 60% of those companies go out of business within six months of losing data due to disaster.

Hardware failure is the number one problem faced by businesses and is the leading cause of data loss and/or unplanned downtime. **According to Gartner, the average cost of IT downtime is \$5,600 per minute and can reach up to \$17,244 per minute.** Given the significant direct and indirect costs associated with downtime, having a reliable backup and disaster recovery solution in place is no longer a nice-to-have. 90 percent of businesses without a disaster recovery plan will fail after a disaster and even with a disaster recovery plan in place, one in three businesses fail to adequately respond to a disruptive event. The reality is that businesses need to go to greater lengths to implement an effective disaster recovery strategy.

Enterprises are primarily migrating to the public cloud for security, realizing that providers can minimize risk of downtime and data loss at higher levels than companies can achieve on their own with on-premises systems. More and more companies are migrating to Google Cloud Platform because Google puts cloud security at the center of its strategy and has been named a Leader in the Forrester Research Data Security Portfolio Vendors Wave. A huge benefit of the cloud is that you can access your data at any time, in any place. Google's low latency network allows data to be recovered quickly and efficiently, saving time and revenue in the event of a disaster. Its highly redundant infrastructure is designed to achieve 99.999999999% annual durability, protecting against the loss of data.

The cost of doing nothing - staying on on-premise systems and lacking a solid disaster recovery strategy - is exposing your business to losses in revenue, security flaws, and system failures that will cost you more in the long run. The ideal time to act is now, before it's too late.

About Mi9 Retail

Mi9 Retail is the fastest growing provider of enterprise software for retailers, wholesalers, and brands. Mi9 enables the world's leading retailers to automate and optimize their entire Plan-to-Sell™ process, from planning to executing, influencing, and selling merchandise in-store, online, and on any device. Our corporate retail systems facilitate better planning, master data management, allocation, and replenishment, and our customer engagement and point-of-purchase systems boost revenue across digital and brick-and-mortar channels. Our solutions are connected via a common analytics framework that serves as the foundation of the system and speeds time to insight with role-based dashboards, KPIs, and governed self-service data discovery. Mi9 Retail is committed to helping retailers on their path to success, so they can maximize revenue and customer engagement while minimizing costs.