

CtrlS™



*It is estimated that India Inc is losing more than Rs.20,000 Crore per year as a result of **downtime**.*

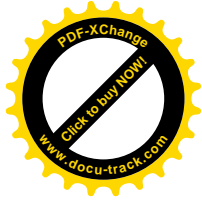


Downtime Breakup- Industry wise

Typical Hourly Cost of Downtime by Industry (in US Dollars)

Brokerage Service	6.48 million
Energy	2.8 million
Telecom	2.0 million
Manufacturing	1.6 million
Retail	1.1 million
Health Care	636,000
Media	90,000

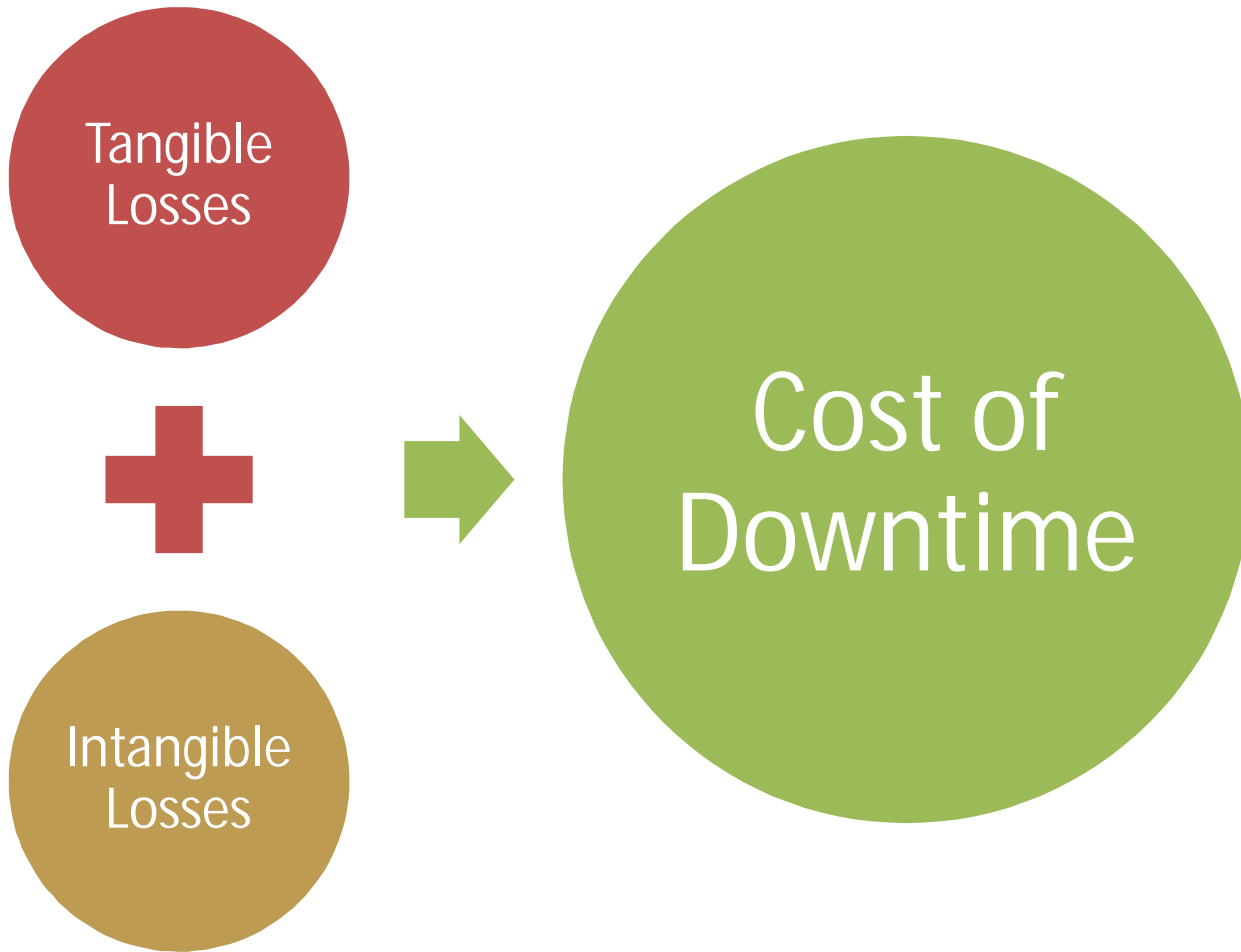
*Sources: Network Computing, the Meta Group and Contingency Planning Research.
All figures in U.S. dollars.*

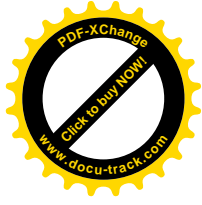


99.95% Uptime???

Downtime of 4 Hours 22 Mins in a year

What is the true cost of this downtime?





Tangible Losses

Cost of
Productivity

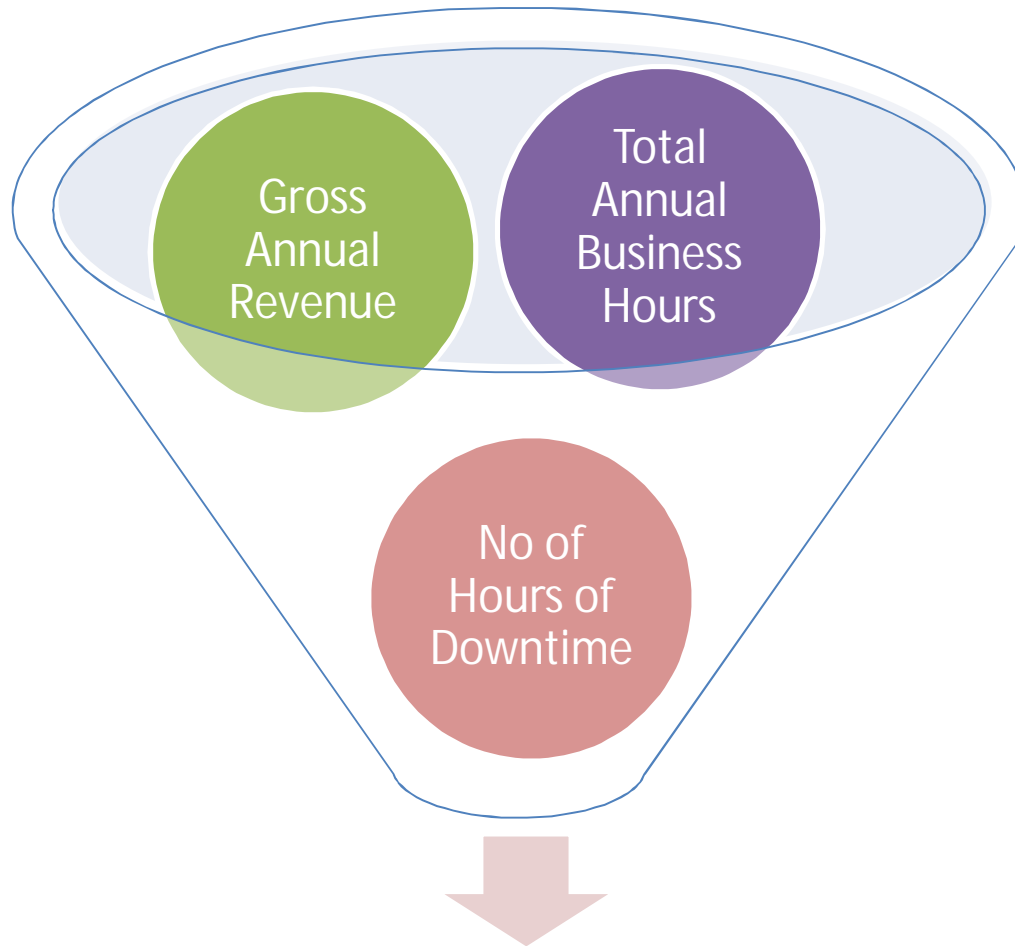
Revenue
Loss

Restoring
Data Cost

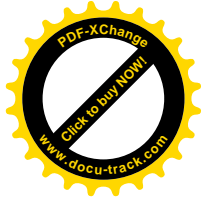
Liabilities



Revenue Loss



Revenue Loss as a result of
downtime



Productivity Loss

- 59% of Fortune 500 companies experience a minimum of 1.6 hours of downtime per week.
- An average fortune 500 Cos has around 10,000 employees
- Assume Average pay would be \$56/ hour including benefits & overheads.
- Annual downtime cost would be \$46 Million





Cost of Recreating Your Lost Data

According to the *National Computer Security Association*, without adequate backup it takes:

- 19 days and \$17,000 to recreate just 20 MB of lost sales/marketing data;
- 21 days and \$19,000 to recreate just 20 MB of lost accounting data;
- 42 days and \$98,000 to recreate just 20 MB of lost engineering data.





Other Tangibles

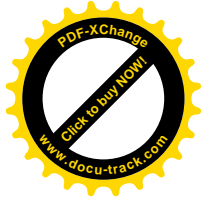
- Marketing campaign to rectify tarnished image
- penalties
- Liability related to SLA's
- Payments for breached contracts





Intangibles



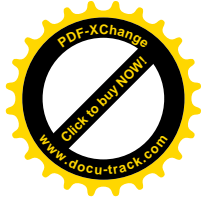


Business Opportunity Lost

- Life Time Value

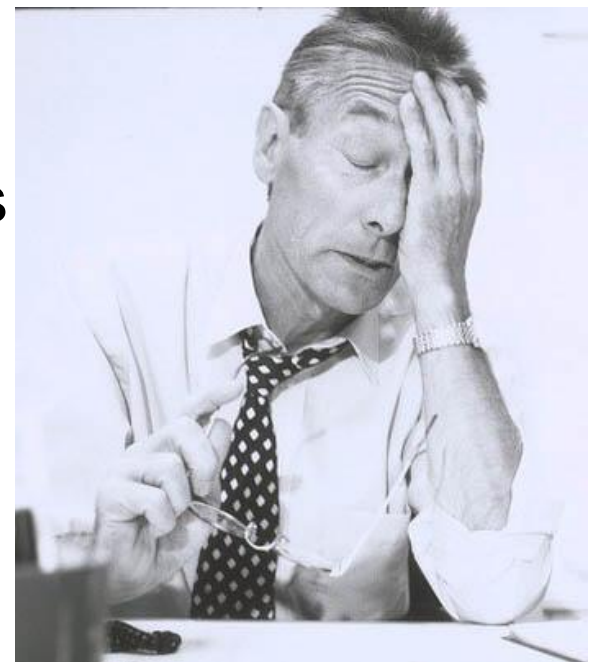
- Net Present Value of all purchases that the customer would have made
- E.g. A customer would have contributed Rs. 600/yr profitability for the next 10 Years.
- The present value of would Rs. 3,390..... 5.5 times more than actual loss of profitability

Note :Discounting taken at 12%

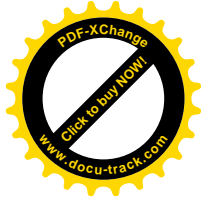


Other Intangibles

- Amazon.com was offline for around 2 Hours
– the company's stock fell by 4%.



Source: The Register

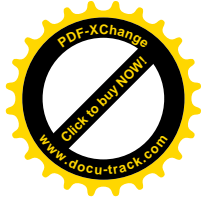


Case study of an Indian bank

Revenue Loss	Gross Revenue	9,043.71	Rs, Crore
	Revenue Per business Hour	4	Rs, Crore
	Total Revenue Loss for 4.38hrs	17	Rs, Crore
	Profitability Percent	15%	%
	Total Loss assuming a profitability of 15%	2.48	Rs, Crore

Productivity Loss	No of Employees	20000	
	No of People Impacted	10000	50%
	Average Annual Salary	500000	Lakhs
	Average Annual Salary for all	1000	Crore
	Weekly Salary	19	Crore
	Hourly Salary	0.5	Crore
	Number of hour of Annual Downtime	4.38	Hours
	Total	1.05	Crore

Total Cost of Downtime ?????? 3.53 Crore



Hidden Costs

HIDDEN COSTS	Marketing to Rebuild Image	10	Crore
	Market Cap	2375	Crore
	Stock downturns - 1%	2351	Crore
	Loss of Market Cap	24	Crore
	Penalties	7	Crore
	Total	41	Crore

INTANGIBLES	Lost Opportunity Cost	5	Crore
	Damaged Reputation	10	Crore
	Employee Morale	1	Crore
	Total	15	Crore

Total Cost of Downtime	59.35	Crore
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Currency : INR

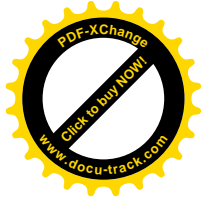


Tier IV

99.995% Uptime - SLA

How does it make more sense for your business

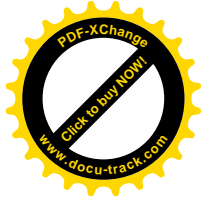
*In the previous case..... The cost of downtime would have been approx **10 times** lesser at Rs.5.79 Cr*



What is Tier IV

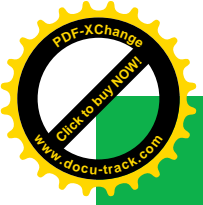
S No	Tier Requirement	Tier I	Tier II	Tier III	Tier IV
1	Basic Redundancy	N	N+1	N+1	N+N
2	Active Paths	One	One	One	Dual
3	Fault Tolerant	No	No	No	Yes
4	Staffing	None	1 Shift	1 +Shifts	24XForever
5	Single Point of Failure	Many	Many	Many	None
6	Uninterrupted Cooling	None	None	Maybe	Yes
7	Uptime	99.67%	99.75%	99.98%	99.995%

Source: Uptime Institute



To summarize.....

Tier IV architecture has dual active paths for power, network & cooling with multiple redundancies in each path, thereby eliminating any possibility of downtime



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THANK YOU