

# 5 Compelling reasons for adopting Crises Control



Crises don't give you notice, they appear when you least expect them or want them.

- 1** Terrorist and major incidents are occurring increasing. All company executives have a duty of care to protect their staff or risk prosecution.  
Source: Institute of Directors 2017
- 2** The average cost of an hour of IT downtime ranges from £5,000 per hour for SMEs to £50,000 per hour for large enterprises.  
Source: Average cost per hour of IT downtime from Databarracks Data Health Check 2017
- 3** 76% of businesses will suffer unplanned IT or telecoms outage every year, Crises Control can speed up recovery.  
Source: Frequency of unplanned outages from Business Continuity Institute Horizon Scan 2018
  - 28% said they would go bust if faced with an unexpected £50,000 bill, according to commercial insurer RSA.  
Source: smallbusiness.co.uk 3<sup>rd</sup> January 2017
  - 42% of SMEs lose revenue every year because they are unprepared for business disruption events.  
Source: Research on UK SMEs from Direct Line for Business 2016
- 4** Reputational Damage can cost Millions if events run out of your control.  
Source: Alton Towers, Tesco, TalkTalk, Cambridge Analytical, YouTube
  - 39% of businesses will lose customers.  
Source: Research on UK SMEs from Direct Line for Business 2016
- 5** Data Privacy complaints increased 20% in 2017 and are forecasted to increase considerably for 2018.  
Source: ICO watchdog

The only thing harder than planning for an emergency, is explaining why you didn't when "That Day" comes.

