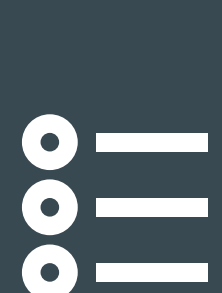


What's Driving Outages, Disruptions, and Downtime?



A look at outage market trends

- Pervasiveness of outages** ▶ **96%** of businesses experienced an outage in a 3-year period¹
- Frequency of outages** ▶ **55%** of companies experienced 5 or more outages during the same 3-year period²
- Cost of outages** ▶ **91%** of mid-size and large enterprises have downtime costs of \$300,000 per hour or more³
 - 40% indicated downtime costs between \$1M-\$5M per hour
 - Even with 99.99% availability, annual downtime is allotted to be 52 minutes



Major outages in 2021-2022

- Verizon:** April 20, 2022 ▶ **Impact:** 24,000 customers
- Microsoft Azure AD:** December 15, 2021 ▶ **Duration:** 1.5 hours
Services: Office 365
- Comcast:** November 9, 2021 ▶ **Duration:** 3 hours
Impact: estimated 24,000 customers
- Facebook:** October 4, 2021 ▶ **Duration:** 7 hours
Services: Facebook, Instagram, WhatsApp, Oculus
- Fastly:** June 8, 2021 ▶ **Duration:** 1 hour
Impact: 100,000+ customers
- Cloudflare Magic Transit:** May 3, 2021 ▶ **Duration:** 2 hours



Impact from an outage

- ▶ Revenue loss
- ▶ Loss of internal productivity
- ▶ Loss of end-user productivity
- ▶ Reputation damage
- ▶ Regulatory fines
- ▶ Legal liability
- ▶ Business continuity problems



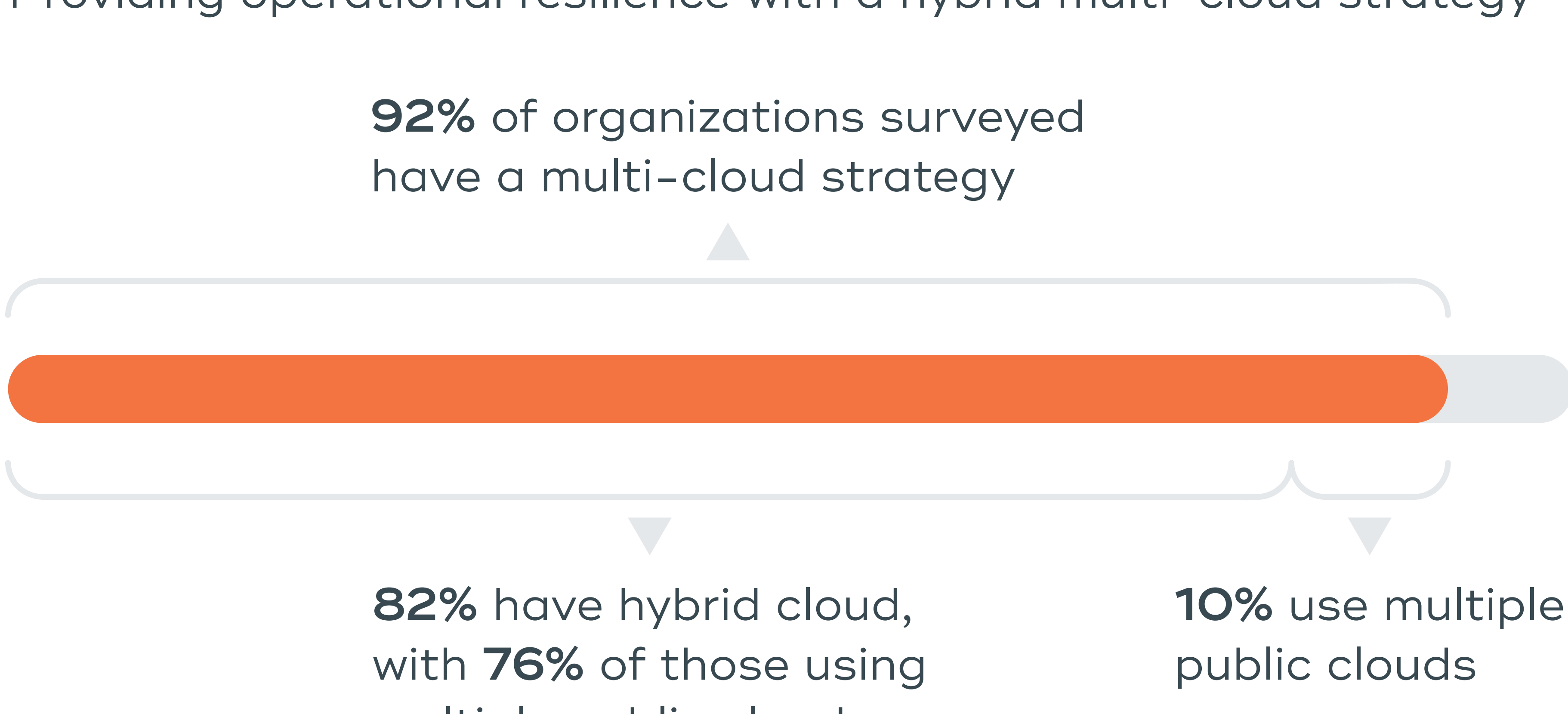
Constant threat of cyberattacks, cybercrime, and ransomware

- Pervasiveness in market** ▶ A company falls victim to a cyberattack every **39 seconds**⁴
Over **60%** of organizations globally have experienced at least one form of cyberattack⁵
- Increase in frequency** ▶ **105%** YoY surge in global ransomware attacks in 2021, for a total of **623M** attacks⁶
50% more cyberattacks per week against businesses in 2021 compared to 2020. 2021 Q4 saw over **900** attacks per week per organization⁷
Education, government, and communications were the most targeted industries⁸
- Increase in costs** ▶ **\$6.9B** cost of cybercrime to Americans, more than 3x the losses reported in 2020⁹
\$10.5T estimated worldwide costs related to cybercrime in 2025, with a **15% CAGR**¹⁰
\$4.24M average total cost of a data breach due to a cyberattack, increased in 2021 from **\$3.86M** in 2020; a **10%** YoY increase¹¹
21% CAGR for direct cyber insurance premiums until 2025¹²



Turning to a hybrid multi-cloud strategy

Providing operational resilience with a hybrid multi-cloud strategy



Combat system risk

Ensure business continuity and mitigate outages by having the ability to seamlessly switch between multiple cloud service providers and move back on-premises when needed.

Learn more at [Teradata.com](https://www.teradata.com).

Sources

- ^{1,2} LogicMonitor, "IT Outage Impact Study," 2019.
- ³ Information Technology Intelligence Consulting, "ITIC 2021 Global Server Hardware, Server OS Reliability Report," June/July 2021.
- ^{4,5} Spanning, "Cyberattacks 2021: Phishing, Ransomware & Data Breach Statistics From the Last Year," January 2022.
- ⁶ SonicWall, "2022 SonicWall Cyber Threat Report," February 2022.
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- ⁹ FBI, "Federal Bureau of Investigation Internet Crime Report 2021."
- ^{10,12} McKinsey & Company, "Cybersecurity trends: Looking over the horizon," March 2022.
- ¹¹ IBM, "Cost of a Data Breach Report 2021," July 2021.

