



What's the cost of downtime for a business like yours?

For every hour of downtime, businesses lose money. How much they lose depends on five key variables: monthly operational and overhead expenses, monthly marketing expenses, number of employees, average employee salary and monthly revenue.

Whether their monthly revenue is from one-off payments or recurring transactions, it helps to understand the full potential impact of downtime for a business, financial or otherwise.

In the short term, businesses that rely on one-off payments, such as an online clothes retailer, will be impacted to a greater degree by a single day of downtime than a business with recurring revenue, such as a subscription-based digital service. However, businesses with recurring revenue face potentially greater long-term impacts from downtime because they risk losing the trust of their existing clients, which could impact retention rates and the likelihood of winning new business through word of mouth.

The cost of downtime is different for every business, but by using the Pax8 Downtime Cost Calculator, you can see what financial impact downtime may have on yours.

[Try the calculator](#)

See the examples on the following pages for the hourly and daily cost of downtime of various businesses.



What's the cost of downtime for a business like yours?



Business A with 10 employees loses €958 per hour and €7.666 per day.

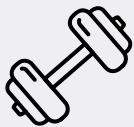
Calculate your cost of downtime

Currency:	EUR
Monthly operational and overhead expenses: <small>(e.g. rent, utilities, technology, etc.)</small>	€ 18400
Monthly marketing expenses:	€ 13800
Number of employees:	10
Average employee salary:	€ 38142
Monthly revenue:	€ 92000

Results

Your business would lose an estimated **€958** in sales and productivity for every hour of downtime, resulting in **€7.666** lost during a full business day of downtime.

Best-in-class continuity solutions for your business.



Business B with 20 employees loses €1.337 per hour and €10.695 per day.

Calculate your cost of downtime

Currency:	EUR
Monthly operational and overhead expenses: <small>(e.g. rent, utilities, technology, etc.)</small>	€ 23000
Monthly marketing expenses:	€ 17250
Number of employees:	20
Average employee salary:	€ 38142
Monthly revenue:	€ 115000

Results

Your business would lose an estimated **€1.337** in sales and productivity for every hour of downtime, resulting in **€10.695** lost during a full business day of downtime.

Best-in-class continuity solutions for your business.



What's the cost of downtime for a business like yours?



Business C with 30 employees loses €2.135 per hour and €17.077 per day.

Calculate your cost of downtime

Currency:	EUR
Monthly operational and overhead expenses: <small>(e.g. rent, utilities, technology, etc.)</small>	€ 34500
Monthly marketing expenses:	€ 17250
Number of employees:	40
Average employee salary:	€ 38412
Monthly revenue:	€ 172500

Results

Your business would lose an estimated **€2.135** in sales and productivity for every hour of downtime, resulting in **€17.077** lost during a full business day of downtime.

Best-in-class continuity solutions for your business.



Business D with 80 employees loses €4.269 per hour and €34.154 per day.

Calculate your cost of downtime

Currency:	EUR
Monthly operational and overhead expenses: <small>(e.g. rent, utilities, technology, etc.)</small>	€ 46000
Monthly marketing expenses:	€ 40250
Number of employees:	80
Average employee salary:	€ 38412
Monthly revenue:	€ 362250

Results

Your business would lose an estimated **€4.269** in sales and productivity for every hour of downtime, resulting in **€34.154** lost during a full business day of downtime.

Best-in-class continuity solutions for your business.