

# DDoS Attacks

AND

## The Cost of Downtime

Distributed Denial of Service (DDoS) attacks and other causes of network downtimes can cause a tremendously negative impact on businesses in terms of revenue. What are the many repercussions of being the target of a malicious attack?

### Instigating a DDoS attack is cheap



The cost of hiring a "DDoS attack service" to target a company:

1 Hour	\$5
1 Day	\$40
1 Week	\$260
1 Month	\$900

### Being a victim of a DDoS attack is expensive

An average company earning \$10K/hour operating 8 hour/day x5 days/week will lose a revenue of:

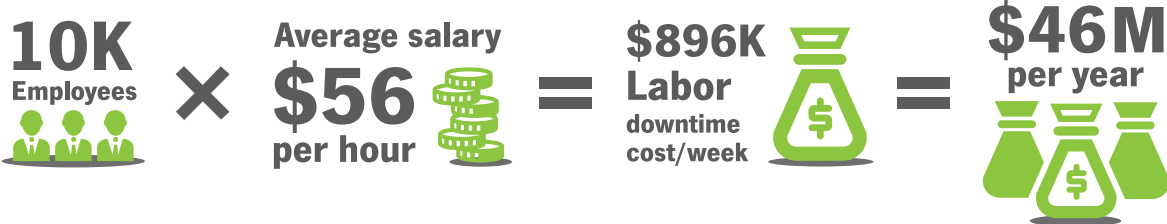


\$10,000 / Hour
\$80,000 / Day
\$400,000 / Week
\$1,760,000 / Month

### Not to mention the financial backlash in terms of...

#### 1 | Loss of Productivity

Cost of 1.6 hours average downtime/week for a Fortune 500 company



#### 2 | Loss of Revenue

Companies lost revenue after a DDoS attack:



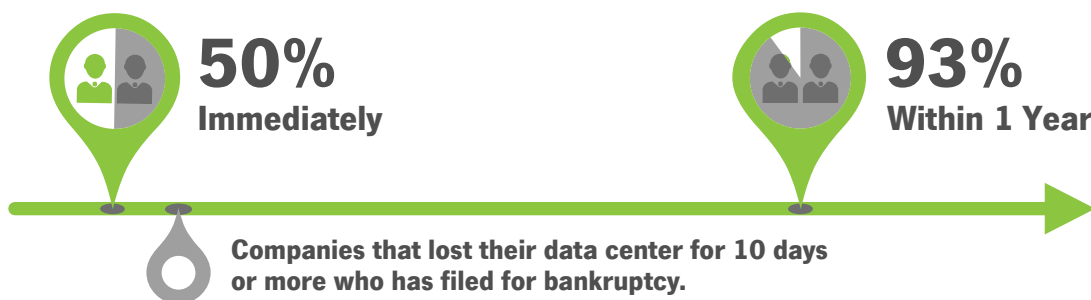
#### 3 | Reputation Damage

Stock prices for trading companies who were affected by IT downtime:



#### 4 | Loss of Customer Confidence

Loss of customer confidence and potential business opportunities can lead to bankruptcy.



### Calculate your cost of downtime

$$\text{LOST REVENUE} = \frac{\text{Gross yearly revenue}}{\text{Total yearly business hours}} \times \text{Percentage impact} \times \text{Number of hours of outage}$$

Can you afford to lose this much?



### Is your business protected against DDoS attacks?

StarHub Clean Pipe can protect your business by stopping DDoS attacks before they reach your network. Contact us now for a complete assessment and consultation on your network security.



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