

After the Storm: The Business Damages of Power Outages

The US experiences more power outages than any other developed nation, with extreme weather being the leading cause. The financial damages to businesses can last long after the power's back on.

Storm readiness testing can prepare your IT systems to weather the storm and avoid financial damages like these.

Major Storm-Related Outages 2020-February 2021

-  **11 million**
Total outages
-  **39 million**
Americans affected
-  **\$155B**
Potential cost of one major storm to US economy
-  **Priceless**
Cost of customer dissatisfaction and reputational damage

What's a Day of Downtime Worth?

-  **\$5 million**
Large retailer
-  **\$12 million**
Data center
-  **\$60 million**
Large manufacturer
-  **25%**
Of manufacturers experience at least one outage a month

Outages Caused by Storms

-  **58% of total**
All US areas
-  **87% of total**
Affecting 50,000+ customers

Utilities at Risk

-  **\$70M**
Yearly cost per utility
-  **\$100M+**
State fines for unreliability

Prepare for the Next Storm

Hurricanes, blizzards, wildfires and other severe weather events can strike with little warning.

Why leave your systems overwhelmed and your customers in the dark?

Talk to our Storm Readiness Testing experts now.

hello@qualitestgroup.com

Sources:

<https://poweroutage.us/about/majorevents>; <https://www.ncdc.noaa.gov/billions/>; bloomenergy.com/blog/a-day-without-power-outage-costs-businesses; energy.gov/sites/prod/files/2013/08/f2/Grid%20Resiliency%20Report_FINAL.pdf; https://www.thecentersquare.com/new_york/new-york-fines-coned-102-million-other-utilities-as-well-over-tropical-storm-isaias-outages/article_66b9a8b6-2aaf-11eb-a7e7-43ea25456f27.html

