

The Hidden Costs of **Inadequate Backups**

What's the real price your business pays when backups fail?

Hint: It's much more than you think financially, operationally, and reputationally.

When it comes to backups, what you see isn't always what you get. The upfront cost of your backups is just the tip of the iceberg. Hidden below are the real risks-downtime, lost productivity, compliance failures, and ransomware—that can quietly drain your business.



The upfront cost of your current back-up system

- → Downtime from failed restores
 - → Lost productivity during recovery
 - → Failed audits & regulatory fines
 - → Lost revenue from disrupted services
 - → Time spent managing manual processes
 - → Cyber risk exposure

The Real Costs by Numbers

\$4.88M

The global average cost of a data breach in 2024

\$9,000

The average cost of downtime per minute for large organizations

72.7%

Of organizations

worldwide were affected by ransomware attacks in 2023

27%

Companies globally have

suffered a data breach that cost them US\$1-\$20 million or more in the past three years

Symptoms of a Costly Backup Strategy

Manual backup jobs Unpredictable costs

Outdated enterprise backup strategies leave warning signs.

Do you recognize any of these in your environment?

- Long RTO (recovery time objectives) ☐ Incomplete audit trails
- ☐ Lack of immutability
- Multiple disconnected solutions

Low restore success rates

Traditional Backup vs C1 BaaS

What You Gain with C1 Backup-as-a-Service

C1 BaaS

Unpredictable costs	Predictable OpEx
Manual, error-prone processes	Automated, policy-driven backups
Slow, unreliable recovery	Rapid recovery in minutes
Audit and compliance gaps	Compliance-ready reports
Vulnerable to ransomware attacks	Immutable, resilient backups
Hard to scale across environments	Scalable across cloud, hybrid, on-prem

Backups that seem 'good enough' cost

of bad backups.

Discover how C1 BaaS can help protect your

Don't wait for a data loss disaster to learn the real cost

business today.

more than you think.

Traditional Backup

Al-powered Communications, Infrastructure and Security onec1.com

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