metrofile CLOUD

Acronis

Downtime Recovery Starter Pack

General Businesses

Backup saves your data.
Disaster Recovery saves your business.

www.metrofile.com/cloud

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Your biggest risk is **Operational Downtime**.

Most SMEs don’t fail because of cyberattacks or disasters alone - they fail because they can’t recover fast enough when something goes wrong.

Downtime isn't just a "**big disaster**" event. It includes:

- Slow systems
- Cloud apps timing out
- File access delays
- Network or power interruptions
- Failed restores when you need them most

For many SMEs, even **short outages during busy periods** have a disproportionate impact, because:

- Staff are fully utilised, but idling
- Customers expect instant service
- Revenue depends on system availability
- Recovery windows are tight

What's the monetary impact?

Even 15 minutes of daily "micro-downtime" can quietly drain hundreds of thousands of Rand from a small business every year.

An example:

A 10-person team losing just 15 minutes per person per day can lose **±R720,000 per year** in productivity*.

A single major downtime incident can cost a small to mid-sized business **R200,000+**, once you factor in:

- Lost revenue
- Idle staff
- Catch-up time
- Emergency IT support
- Customer dissatisfaction

Downtime costs money whether your business is billable, transactional, or service-driven.

*Calculation logic:

Variable	Value	Description
Team Size	10	Total staff dependent on systems
Daily Lag	0.25	15 minutes of downtime per person
Working Days	240	Annual working days
Blended Rate	R1,200/hr	Conservative average cost per employee (salary or billable value)

The Step-by-Step Maths:

1. **Daily Loss per Person**: 0.25 hours x R1,200 = R300
2. **Daily Loss for the Team**: R300 x 10 staff= R3,000
3. **Annual Loss for the Team**: R3,000 x 240 days = R720,000

Why backup alone is no longer enough

“We have backups” **is not the same as** “we can recover”.

Many SMEs still rely on:

- Overnight backups
- Single-location backups
- Backups that are never tested
- Cloud apps with no independent backup

If a system fails mid-day:

- You may lose hours of work
- Staff may need to re-capture data manually
- Operations may be down until systems are rebuilt

Backup restores data.

Disaster Recovery restores operations.

Without DR, your business may have data - but no way to work.

How modern SMEs protect themselves

A resilient small business environment includes:

- Frequent data replication (near-real-time)
- Separate, secure backups
- The ability to run systems from an alternative environment
- Protection for cloud platforms (email, finance, CRM, file sharing)
- A documented, repeatable recovery process

The goal isn't just **survival**.

It's speed of recovery with **minimal disruption**.

Question 1

If your main system failed right now, would you lose more than 15 minutes of work?

Yes

No

Question 2

Do you have a secondary backup for your cloud systems (email, accounting, CRM, file storage)?

Yes

No

Question 3

Could your recovery environment handle your full workload during your busiest period?

Yes

No

Question 4

Do you have a documented recovery plan that anyone on staff could follow?

Yes

No

Question 5

Is your business data encrypted both in transit and at rest?

Yes

No

Scoring:

1-3 "Yes": Critical Reputation Risk.
4-5 "Yes": High Resilience.

What downtime really costs South African SMEs

These figures are based on **South African SME** benchmarks, factoring in:

- Lost revenue or productive output
- Staff downtime and refocus time
- Recovery effort and technical support
- Customer and reputational impact

Downtime Cost Estimator

Employees affected	1h	4h	8h	Incident Cost*
10	R17,800	R55,300	R105,300	R360,000+
50	R89,000	R276,500	R526,500	R850,000+
100	R178,000	R553,000	R1,053,000	R1,600,000+
250	R445,000	R1,382,500	R2,632,500	R4,000,000+

***Incident Cost:** this represents the unavoidable technical and legal costs associated with investigating, reporting, and remediating a significant breach/ system failure. These costs are relatively fixed per industry and are over and above the “billable” loss.

***Disclaimer**: This is an approximation based on general industry data. Actual downtime costs will vary, depending on your business and circumstances.

Methodology and calculation logic

We use a two-part calculation: Immediate Downtime Cost + Refocus Tax*.

The Variables:

- **E**: Number of Employees (10, 50, 100, or 250)
- **R:** Hourly Rate (R1,250) (blend of direct revenue generators as well as non-billable staff, e.g. support, admin, warehousing etc.)
- **H**: Hours of Downtime (1, 4, or 8)
- **T**: Refocus Tax Constant (0.424 hours)

The Basic Equation:

Total Cost = (E x R x H) + (E x R x T)

Step-by-Step Calculation (Example: 10 Employees)

Direct Downtime Cost: 10 employees × R1,250 × 1 hour = R12,500

Refocus Tax: 10 employees × R1,250 × 0.424 hours = R5,300

Total: R12,500 + R5,300 = R17,800

**Refocus Tax*: *After systems return, staff need time to:*

- *Re-authenticate*
- *Re-open applications*
- *Rebuild mental context*

***Average refocus time**: ±25 minutes per employee per incident*

The DR Checklist: Are you prepared?

PART 1 **Your Emergency (aka Disaster) Plan**

Do you have a plan?

Is your emergency plan written down somewhere?

Do you have a copy saved off-site (not in your office)?

Do you have a list of important phone numbers and passwords you can grab quickly if you have to leave the office?

Who does what?

Does everyone on your team know what to do in an emergency?

Do you know who to call for help?

What are your most important systems?

Have you listed your most critical business information and systems? (e.g., your customer list, accounting and other software, website).

Do you know how long you can afford to be without these things before it hurts your business?

PART 2

Your Backups

Do you have a plan?

Do you have a plan for how often you save copies of your important data?

Do you have a backup of your data saved somewhere other than your main computer?

Do you have a copy of your backups saved in a different location, like the cloud?

Are your backups working?

Do you regularly check to make sure your backups are actually saving?

Do you know how to get your data back from your backups if you need to?

Are your backups safe?

Are your backups protected from hackers or viruses?

Is the location where you store your backups locked and secure?

PART 3 **Getting back to work**

What equipment do you need?

Do you have a list of your computers, software, and other tech equipment?

Do you know where you can get new equipment if yours is destroyed?

Do you know how to get everything running again?

Do you have simple, easy-to-follow steps on how to get your main systems back online?

Do you have contact information for your key IT providers or consultants?

What if your office is unusable?

Do you have an alternative location to work from?

Can your team work from home?

PART 4 **Checking your plan**

Have you tested your plan?

Have you ever practised what you would do in a disaster?

Did you learn anything from the test that you can improve?

Is your plan up to date?

Do you review your plan at least once a year?

Do you update your plan when you get new computers or change software?

PART 5 **Rules and people**

Do you know the rules?

Are you following the law (e.g. POPIA) when it comes to keeping your customer data safe?

Is your team trained?

Does everyone on your team know their role in an emergency?

Do new employees get training on your emergency plan?

Do you work with an expert?

If you use an outside company for IT or backups, do you have their contact information, and do you know exactly what they promise to do for you?

Book a 30-minute DR consultation

Rather than guessing if your business is prepared for downtime, why not know for sure?

Our consultants have a few slots open for a brief, no-pressure consultation to walk through your checklist results together.

Sources consulted

MyBroadband: Costs of downtime in South Africa — Why SA businesses can't afford downtime

Sherweb: SMB downtime cost benchmarks — How much does downtime cost your business?

Gitnux: DR & backup plan statistics — Disaster Recovery Stats 2026

ZipDo: Business failure risk after data loss — Business Disaster Recovery Stats 2026

YOLO: True cost of downtime (hidden & visible impacts) — The True Cost of Downtime for SA SMBs

(KTVZ republishing CNN content, citing UCI research) "If You Think You Can't Focus For Long, You're Right"

- Claim: It takes **25 minutes, 26 seconds** to resume work after an interruption.