

WHAT DOES ONE HOUR WITHOUT POWER COST?

DOWNTIME HAS A PRICE TAG.

6 in 10 businesses can't calculate what an hour of downtime costs them.

WHAT ONE HOUR COSTS, BY BUSINESS SIZE

SMALL BUSINESS
20–100 employees

Up to $100K

per hour for 57% of firms this size

WHAT GOES DOWN

Workstations, VoIP phones, POS and the one server that runs everything.

WHY IT HURTS

No cash cushion. $25K–$75K an hour can put a small business under.

MID-SIZE AND LARGE
Mid-size and large enterprises

$300K+

per hour for over 90% of these firms

WHAT GOES DOWN

Network core, ERP and file servers, phone systems and customer portals.

WHY IT HURTS

Hundreds of people paid to wait, missed SLAs and a support backlog.

LARGE ENTERPRISE
1,000+ employees

$1M–$5M+

per hour for 41% of enterprises

WHAT GOES DOWN

Data center racks, transaction systems, storage and virtualization hosts.

WHY IT HURTS

97% put one hour above $100K, before fines, lawsuits or lost customers.

WHAT'S INSIDE EVERY HOUR'S COST

- **Lost sales** — Checkouts stop and orders never arrive.
- **Idle staff** — Everyone's on the clock, nothing to do.
- **Lost data** — Open files and databases can corrupt.
- **Recovery** — Restores, overtime and lost trust.

Source: ITIC 2024 Hourly Cost of Downtime Survey (1,000+ organizations, Nov 2023–Mar 2024). Respondents' own averages; all causes of IT downtime; excludes litigation, fines and penalties.

MINUTEMAN POWER TECHNOLOGIES

972.446.7363 | 800.238.7272
minutemanups.com | sizemyups.com
261027

WHERE THE MONEY GOES, MINUTE BY MINUTE

MINUTE 1

Everything stops

Workstations shut off mid-save, VoIP lines drop, POS terminals freeze mid-sale and the network goes dark.

MINUTES 2–15

The meter runs

Staff sit idle on the clock. Calls and online orders go unanswered. One critical server at $25K/hour has already cost $6,250.

MINUTES 15–60

Damage spreads

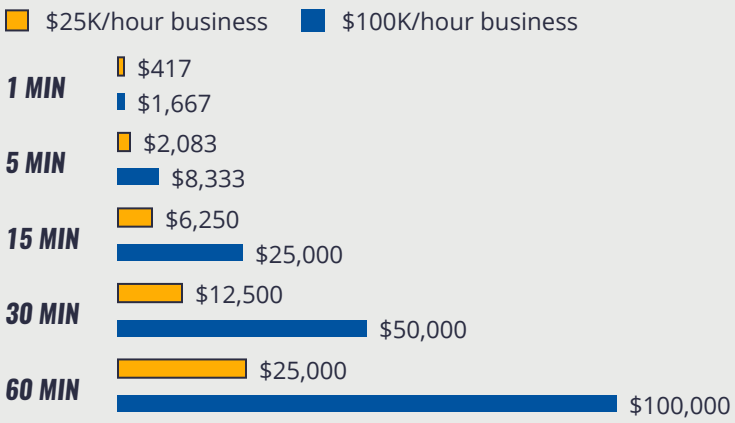
Unsaved files and open databases can corrupt. Cameras and door access go offline. Customers walk out.

AFTER POWER RETURNS

The bill keeps growing

Hours of restarts, data checks and backup restores, then overtime to catch up and customers who don't come back.

HOW FAST IT ADDS UP: ONE CRITICAL SERVER



Per-server math from ITIC 2024.

WITH A MINUTEMAN UPS

Business as usual
Switches to battery instantly, so flickers and short outages pass without a single reboot.

Time on your side
Runtime to save work, power down safely or bridge to a generator. Network-card models alert your team remotely.

Clean, steady power
Automatic voltage regulation and true sine wave models stop sags, surges and brownouts before they reach your gear.

PROTECTION MATCHED TO YOUR BUSINESS



Small offices and retail
Enspire-G and Entrust-LG, 450–2000VA



Growing businesses
PRO-RT2U and EXR, 750–3000VA



Mission-critical
Encompass, Endurance, Endeavor, 1–10kVA

FIND THE RIGHT UPS

sizemyups.com

sales@minutemanups.com

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