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What would Two Weeks Offline Cost Your Business?

Most cyber insurance is sized to the data breach. The real loss is what downtime actually costs.

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Daily Revenue Loss

Ransomware locks your infrastructure. Customers can't access service. Revenue stops immediately.

Every channel generates zero revenue during outage

Competitors capture your customers

Recovery takes longer than system restoration

Your cyber cover should fund lost profit during downtime. Most policies don't size it high enough.

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Operational Costs That Don't Stop

Systems offline but rent, payroll, and utilities still come due. The outage costs compound daily.

- **Payroll continues for your entire workforce**
- **Fixed costs keep running while revenue is zero**
- **Debt service obligations don't pause**

Operational costs pile up faster than you think. Business interruption coverage funds this gap.

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Contractual Penalties To Customers And Suppliers

You can't deliver because systems are down. Customers and suppliers want money for the missed commitments.

- **Customer SLA penalties accumulate daily**
- **Supplier contract penalties for missed deliveries**
- **Liability grows the longer systems are down**

Contractual exposure often exceeds the direct loss. Cyber cover should include this exposure.

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Reputational Damage That Outlasts The Outage

Customers leave during an outage. Some come back. Most don't. Reputational damage extends months after recovery.

- Customer churn accelerates during outage
- Acquisition costs spike after recovery
- Market share shifts to competitors

Revenue recovery takes longer than system recovery. Budget for the full reputational cycle.

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Regulator Scrutiny That Outlasts The Incident

Regulators investigate what happened and why systems failed. The investigation drags on for months.

- **Regulatory investigation lasts months after recovery**
- **Compliance costs mount during investigation**
- **Management diverted from running business**

The outage ends. The regulator doesn't.
Cyber cover should fund this phase too.

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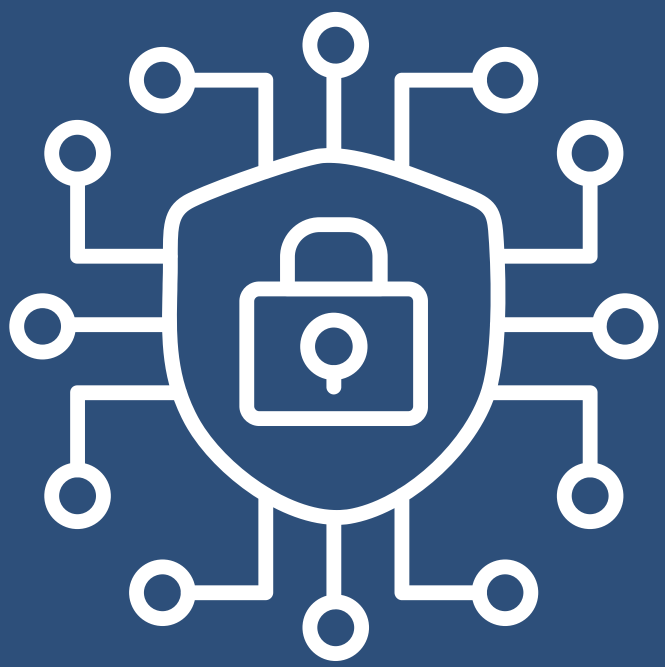
Size your Cyber Cover to what the Outage Costs

Two weeks offline isn't just lost data. It's lost revenue, operational costs, penalties, and regulatory scrutiny.



Audit what two weeks would actually cost your business. Contact us to size your coverage correctly.

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