The DANGERS of
DOWNTIME

Downtime is one of the biggest threats to the success of your business. From lost revenue and productivity to massive repair costs, unplanned downtime can wreak havoc on any company, resulting in unforeseen costs.

The dangers of downtime increase the more your business relies on electrical systems. Manufacturing plants and companies in the IT space have the most to lose as downtime often means a complete shutdown of all operations.

The True Cost of Downtime

From downtime costing an average of around **$260,000 per hour** across all industries, to some reports in the automotive industry scaling those numbers as high as **$3 million per hour**, downtime can destroy a business.

All industries:
1 hour of downtime
= **$260,000**
Aberdeen

Automotive industry:
1 hour of downtime
= **$1.3M**
2005 Nielsen Research

IT industry:
1 hour of downtime
= **$740,000**
11% of unplanned downtime due to water, heat or CRAC failure
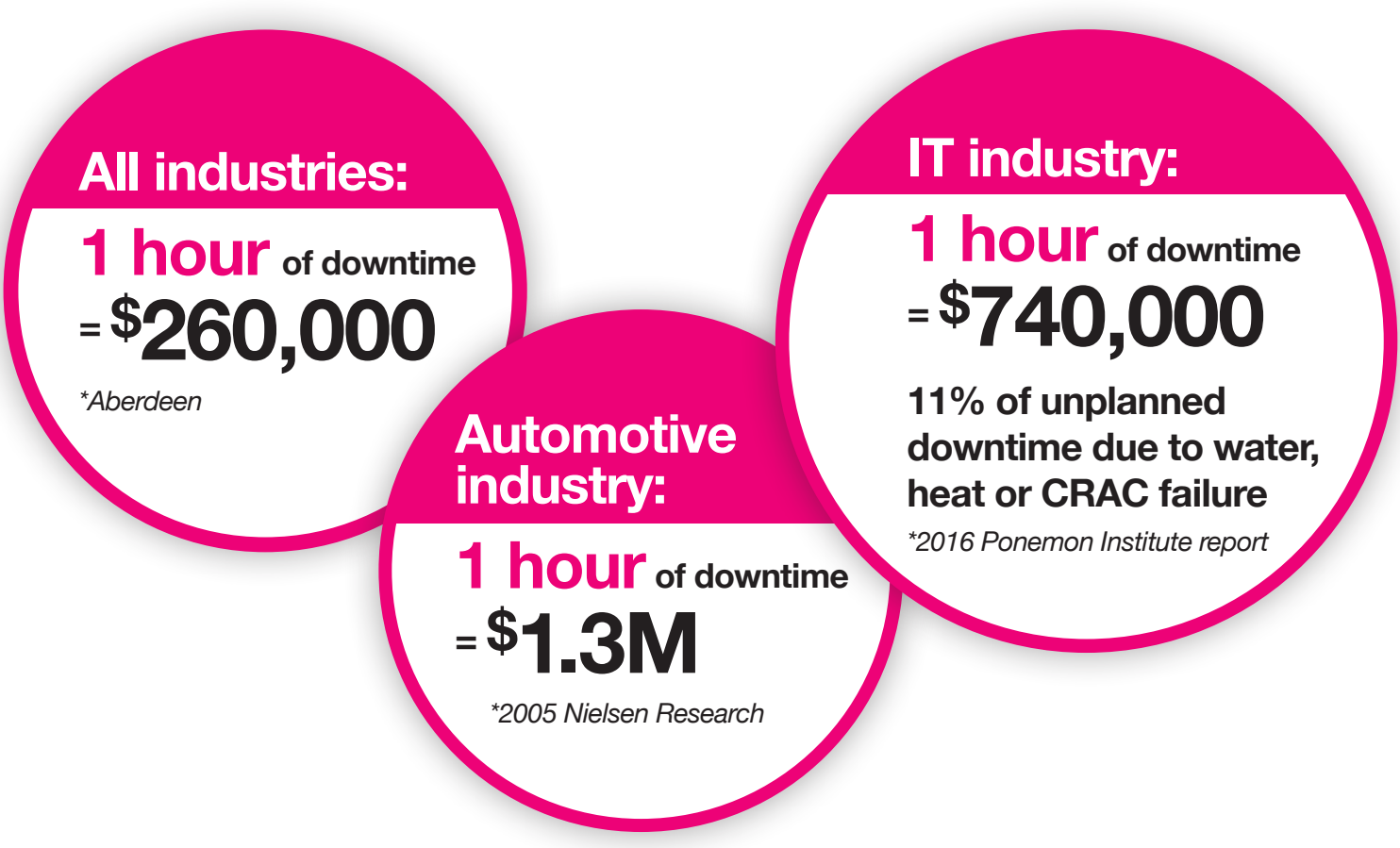*2016 Ponemon Institute report*

Heat Can Kill

Heat kills electronics. It ages your devices more rapidly, possibly causing catastrophic failure if left unchecked. That means unplanned–COSTLY– downtime until you can replace the failed components. The danger of heat destroying your electronics is why climate control is so important. Beyond preventing component failure and other disasters, cooling solutions also help to optimize the performance of your equipment.

For every **18°F/10°C increase** in the operating temperature of your electronics, you can **reduce life by 50%.**

The Power of the Blue e+

When it comes to climate control, nothing beats Rittal's new Blue e+, a revolutionary line of cooling units with significantly higher energy efficiencies. Using hybrid cooling technology, Blue e+ units offer 75 percent greater energy savings than competitive products. Not only are Blue e+ products more efficient, but they also have remote communication capabilities than can immediately warn of any issues.

75% energy savings

PREVENT downtime

To learn more about the Blue e+ and our full product suite of climate control solutions designed to eliminate downtime, contact Rittal today. Visit rittal.us.

ENCLOSURES   POWER DISTRIBUTION   CLIMATE CONTROL   IT INFRASTRUCTURE   SOFTWARE & SERVICES

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