

How to eliminate DOWNTIME

Stay connected with primary or backup cellular solutions that keep retail networks online.

01

How often does downtime occur?

3–5

In retail, Internet downtime averages three to five outages annually

30m–2h

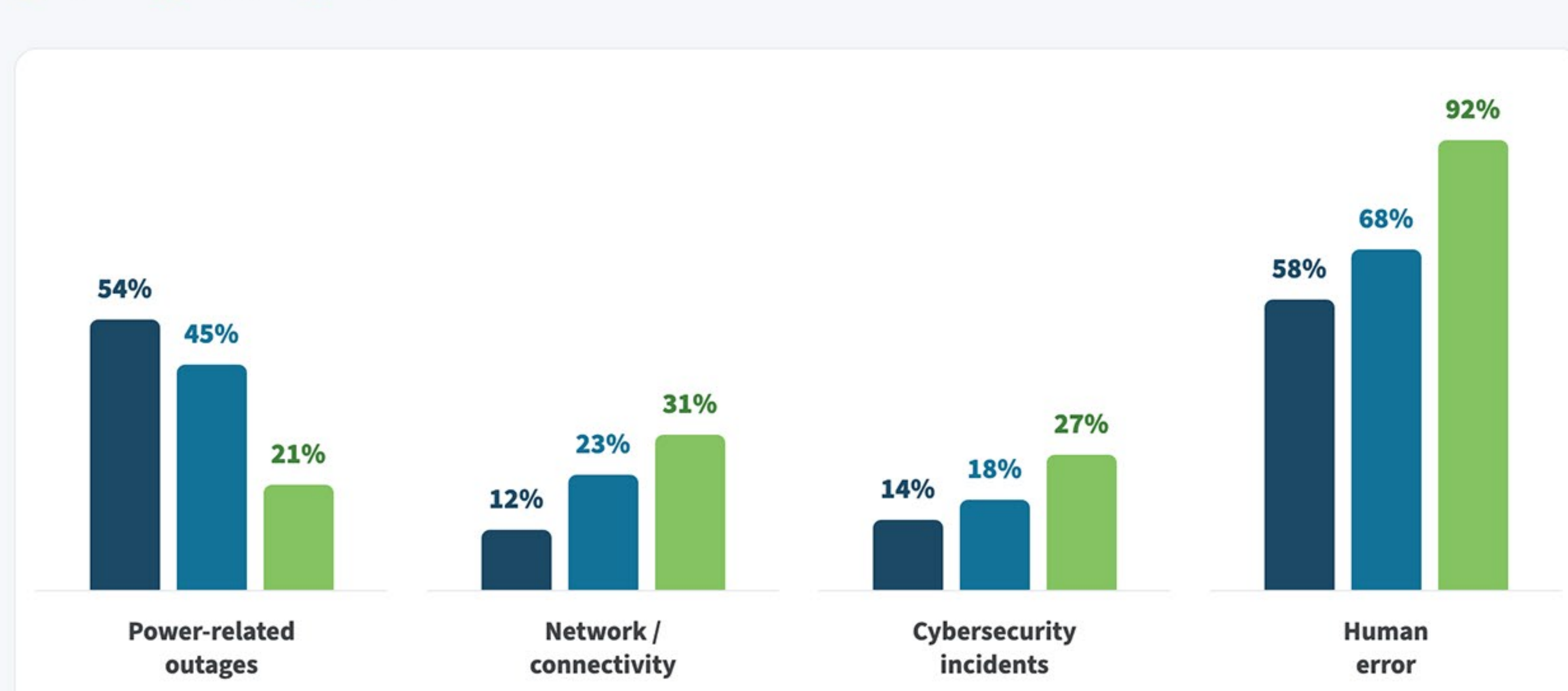
Outage incidents last anywhere from 30 minutes to 2 hours each.

02

Major causes of network downtime

Comparison of 2024, 2025 and 2026 results.

■ 2024 ■ 2025 ■ 2026



Human error is now the dominant cause of network downtime, rising sharply year over year.

03

What is the average length of downtime?



4 hrs

Average wait for a technician at a city-center store.

48–72 hrs

A rural store may wait days for the same support.

04

Business impact

Unplanned downtime negatively affects a business's productivity and bottom line.

72%

of retailers lose sales during network downtime.

61%

cannot process credit cards without a live network connection.

BAD PERCEPTION

NEGATIVE REPUTATION

SECURITY RISKS

40%

of customers turn to a different business after a single unresolved technical issue.

<30%

of U.S. consumers carry cash — leaving no payment method in an Internet outage.

7 min

is all a typical customer waits before abandoning a purchase during an outage.

3.4%

average drop in stock price immediately following a significant downtime event.

81%

of technology leaders cite customer churn as a direct consequence of downtime.

>50%

of retailers cannot enable or run their security systems during extended downtime.

05

What is the cost of downtime?

RETAIL DOWNTIME COSTS, ANNUALLY

\$357M

Costs are distributed across lost revenue, ransomware payouts, damage control, employee overtime and more.

\$137–\$9000

cost-per-minute for retail outages.

\$400B

a year across the top 2,000 companies worldwide.

~\$100M

in lost revenue from Meta's 2024 outage.

\$34M

one Amazon outage of a single hour cost in sales.

WORST CASE

15h

On **October 20, 2025**, a single DNS failure at AWS paralyzed **3,500+ companies across 60+ countries** — lasting 15 hours from 3 a.m. to 6 p.m. ET.

\$1B

estimated hit to the global economy overall.

\$31–75M

in direct business losses every hour it persisted.

06

How do you eliminate downtime?

Go the extra mile

Build resilience with primary and backup cellular connectivity so a single failure never takes a store offline.

Use a managed connectivity provider

Offload monitoring, failover and support so uptime is guaranteed across every location.

Learn more at www.digi.com/products/networking/cellular-routers

SOURCES

Splunk — The Hidden Costs of Downtime: A \$600 Billion Wake-Up Call

Data Center Dynamics — Uptime outage analysis coverage

Verizon Data Breach Investigations Report (DBIR) 2025

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Fortra — Digital Threats, Real Losses 2024

Uptime Institute — Annual Outage Analysis 2024

IBM X-Force Threat Intelligence Index 2025

Network World — Data center resiliency and outage trends (2026)

First Pass Lab — Network Outage Report 2026

Yahoo Finance — on Payment Outages 2026

Infodeck — Unplanned Downtime: The Trillion Dollar Crisis