

DPSMF

Database Downtime ROI Calculator

Quantify the cost of unmonitored database environments

Use with prospects to establish business case for DPSMF

\$300K+

COST PER HOUR OF DOWNTIME

80%

PROBLEMS DETECTABLE IN ADVANCE

\$3.9M

AVG BREACH COST (IBM 2024)

48hrs

DPSMF GO-LIVE TIME

1. HOW TO USE THIS CALCULATOR

Walk through each section with your prospect during a discovery call or leave it as a self-assessment. The numbers they fill in become the business case for DPSMF.

- Ask the prospect to estimate each input — round numbers are fine
- Complete the three sections in order: Downtime Cost, Security Risk, Management Overhead
- Review the Total Risk Exposure at the bottom — this is the number that matters
- Compare it to the DPSMF annual cost for their instance count

2. DOWNTIME COST

STEP 1 — FILL IN YOUR ENVIRONMENT

Revenue per hour (company-wide)	<i>e.g. \$50,000 for a \$400M/yr company</i>	
% of revenue dependent on databases	<i>e.g. 60% for an e-commerce business</i>	
Database-driven revenue per hour	<i>= Row 1 x Row 2</i>	
Unplanned outages per year (estimated)	<i>e.g. 3–5 for unmonitored environments</i>	
Average duration per outage (hours)	<i>e.g. 2–4 hours</i>	
Total downtime hours per year	<i>= Row 4 x Row 5</i>	

STEP 2 — YOUR ANNUAL DOWNTIME COST

Database-driven revenue per hour	\$ _____
× Total downtime hours per year	× _____
= Annual Revenue at Risk from Downtime	\$ _____

Industry benchmark: Mid-market companies average \$50,000–\$300,000 per hour of database downtime when all costs are included (lost revenue, staff time, customer impact, recovery).

3. SECURITY RISK EXPOSURE

STEP 3 — SECURITY POSTURE INPUTS

Records in your largest database	<i>e.g. 500,000 customer records</i>	
Do you have real-time anomaly alerting?	<i>Yes / No</i>	
Last security audit of database config	<i>e.g. 18 months ago / never</i>	
Do you log all privileged access events?	<i>Yes / No</i>	
Time to detect a breach (estimated days)	<i>Industry avg: 194 days (IBM 2024)</i>	

STEP 4 — ESTIMATED BREACH EXPOSURE

IBM average breach cost (2024)	\$3,900,000
Your estimated detection delay vs. monitored	_____ days
Estimated regulatory fine exposure (if applicable)	\$ _____
Estimated breach cost if undetected >90 days	\$ _____

DPSMF detects after-hours logins, privilege escalations, bulk data access, and brute-force attempts in near real-time — reducing mean time to detect from months to minutes.

4. MANAGEMENT OVERHEAD

STEP 5 — DBA AND IT TIME INPUTS

Number of DBA / database-responsible staff	avg. 1–3	
Avg fully-loaded cost per DBA per year	e.g. \$120,000	
% of DBA time spent on reactive firefighting	40% for unmonitored environments	
Hours per month spent on manual reporting	8–20 hours	
Consultant DBA hours purchased per year	e.g. 24 hours at \$200/hr	

STEP 6 — ANNUAL MANAGEMENT COST

DBA reactive time cost (staff × rate × %)	\$ _____
Manual reporting time cost	\$ _____
External consultant spend	\$ _____
= Total Annual Management Overhead	\$ _____

DPSMF reduces reactive firefighting by surfacing root causes before they escalate, and eliminates manual reporting through automated dashboards and scheduled exports.

5. TOTAL RISK EXPOSURE & DPSMF ROI

YOUR TOTAL ANNUAL EXPOSURE

Annual Revenue at Risk from Downtime (Section 2)	\$ _____
Estimated Security Breach Exposure (Section 3)	\$ _____
Annual Management Overhead (Section 4)	\$ _____
TOTAL ANNUAL RISK EXPOSURE	\$ _____

DPSMF INVESTMENT VS. EXPOSURE

DPSMF TIER	ANNUAL COST	YOUR RISK EXPOSURE	ROI RATIO
Core (up to 3 instances)	\$9,588/yr	\$ _____	___x return
Professional (up to 10 instances)	\$17,988/yr	\$ _____	___x return
Enterprise (unlimited)	Custom	\$ _____	___x return

The question is never the cost of DPSMF. It's the cost of not having it.

All tiers include a **15-day free trial, no credit card required**. Your first instance can be connected the same day. Contact your AnswerPoint representative to get started.

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