How much is downtime?

Money, it always comes down to that. Everybody is thinking about how to make more of it or how to save as much as possible. You have budget plans, earnings forecasts, and profit projections, but does this planning include revenue generating time lost because your SAN or File System lets you down?
We call this lost time "Unplanned Downtime," and our mission is to help eliminate it.

Let's take Postproduction XYZ as an example and assume they work under the following parameters:

BASIC	Postpro XYZ charges per hour for all suites:	$600.00	per hour for all suites
	They invoice billable hours per week:	40	hours per week
	They face unplanned downtime (days/year):	13	days each year
SAMPLE	How many hours is the system down each time?	5	hours downtime
	Resulting in an average downtime of:	1.25	Avg hours per week
ASSUMPTIONS	IT Engineer costs per year:	$50,000.00	basic salary per year
	What percentage of time does the IT Engineer specifically spend optimizing SAN data recording (fragmentation and randomization)?	30%	of time spent with housekeeping per year
		$15,000.00	percentage/portion of salary spent for housekeeping

How much money do they lose?
over a time period of 6 years

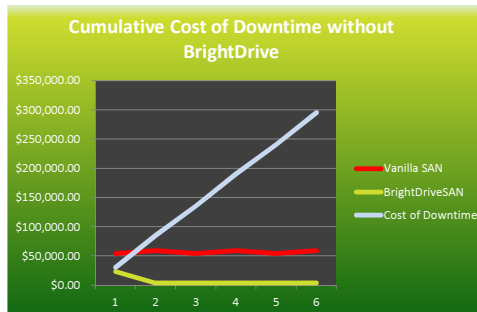|	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	**TOTAL**
Loss in Revenue	$39,200.00	$43,820.00	$39,200.00	$43,820.00	$39,200.00	$43,820.00	**$249,060.00**

Reduce downtime - proactively.

BrightDrive® Media File Server is the first effective solution engineered to eliminate the most disrupting and productivity damaging factors for a studio workflow process: fragmentation, randomization, interleaved files. By eliminating all three root causes for file system degradation, BrightDrive permanently overcomes the problems of latency, stuttering video, dropped frames, among others.

Compare Loss in Revenue

without BrightDrive	Cost of Downtime	Cost of Staff	Hardware Investment	Support Costs	**TOTAL**
Year 1	$39,200.00	$15,000.00	$0.00	$0.00	**$54,200.00**
Year 2	$43,820.00	$15,000.00	$0.00	$0.00	**$58,820.00**
Year 3	$39,200.00	$15,000.00	$0.00	$0.00	**$54,200.00**
Year 4	$43,820.00	$15,000.00	$0.00	$0.00	**$58,820.00**
Year 5	$39,200.00	$15,000.00	$0.00	$0.00	**$54,200.00**
Year 6	$43,820.00	$15,000.00	$0.00	$0.00	**$58,820.00**
Loss in Revenue Cost of Running System					**$339,060.00**

with BrightDrive	Cost of Downtime	Cost of Staff	Hardware Investment	Full Service & Support	**TOTAL**
Year 1	$0.00	$0.00	$19,750.00	$3,950.00	**$23,700.00**
Year 2	$0.00	$0.00	$0.00	$3,950.00	**$3,950.00**
Year 3	$0.00	$0.00	$0.00	$3,950.00	**$3,950.00**
Year 4	$0.00	$0.00	$0.00	$3,950.00	**$3,950.00**
Year 5	$0.00	$0.00	$0.00	$3,950.00	**$3,950.00**
Year 6	$0.00	$0.00	$0.00	$3,950.00	**$3,950.00**
Loss in Revenue Cost of Running System					**$43,450.00**

Cost Savings with BrightDrive	**$295,610.00**

Cumulative Cost of Downtime without BrightDrive (Vanilla SAN, BrightDriveSAN, Cost of Downtime)

Reduce Costs of Ingest

The condition of your file system has a direct impact on the costs of ingest. See the difference: With the value of time being $600/hr a project taking 20 minutes to ingest at realtime equates to 1/3 hr or $200. As the file system degrades ingest time increases, thus increasing the overall costs of ingest.

	Vanilla SAN	BrightDrive SAN
under perfect circumstances	$200.00	$200.00
under file fragmentation and randomization	**$700.00**	**$200.00**
	per ingest project	

Cost per Ingest - Comparison (Vanilla SAN, BrightDriveSAN)