There are 2.2 zettabytes of business information worldwide.

2.2 ZETTABYTES of one page documents would fill over 1,287 Empire State Buildings.

A one page document is 10 kilobytes.

Businesses worldwide spend 1.1 TRILLION DOLLARS on digital information.
That's enough to buy an iPad for every worker on earth.

For more information: http://bit.ly/0BqwJi

digital information is 50% of a Canadian organization’s total value.
Loss of this information would be catastrophic.

THE NUMBERS
10 kilobytes = 1 Million Terabytes = 2.2 Zettabytes = 1,287 Empire State Buildings.

$1 Trillion Visualized
($100 bills stacked)

Empire State Building Height: 1454 ft

$1 Trillion
Height: 587 ft
Length: 20 ft
Width: 20 ft

CONSEQUENCES OF LOSING

39% 41%