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Što se dogodi kad “padne” baza?

Pogled iz poslovne perspektive

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Technology Sales Representative – Bosnia and Herzegovina / Croatia
Oracle Direct
HROUG, listopad, 2014.



Što se dogodi kad “padne” baza?

1 Teorija

2 Praksa

Što se dogodi kad “padne” baza?

1 Teorija

2 Praksa

Direktni

vs

Indirektni troškovi



Plaćeno vrijeme zaposlenika
Oprema + popravak
Gubitak podataka /
transakcija

90%

Gubitak poslovnih prilika -
konkurencija
Gubitak zaposlenika/morala
Pad vrijednosti dionica



Marketing
Penali (SLA)
Naknada štete



Gubitak povjerenja
dobavljača/kupaca
Pad vrijednosti brenda
Loš PR

Plaćeno vrijeme zaposlenika

Fortune 500

10 000 zaposlenih

\$56 satnica

1,6 sati downtime/tjedno

\$896k tjedno / \$46m godišnje

Banka RH

3 000 zaposlenih

90 HRK satnica

1,6 sati downtime/tjedno

HRK 436k tjedno /
HRK 22,690m godišnje

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Loš PR

Gubitak poslovne prilike



On-line shopping

100€ - jednom godišnje

€ 2k – tijekom 10 godina

15% diskontna stopa

NSV 719,88€

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Gubitak povjerenja dobavljača/kupaca
Pad vrijednosti brenda
Loš PR

Što se dogodi kad “padne” baza?

1 Teorija

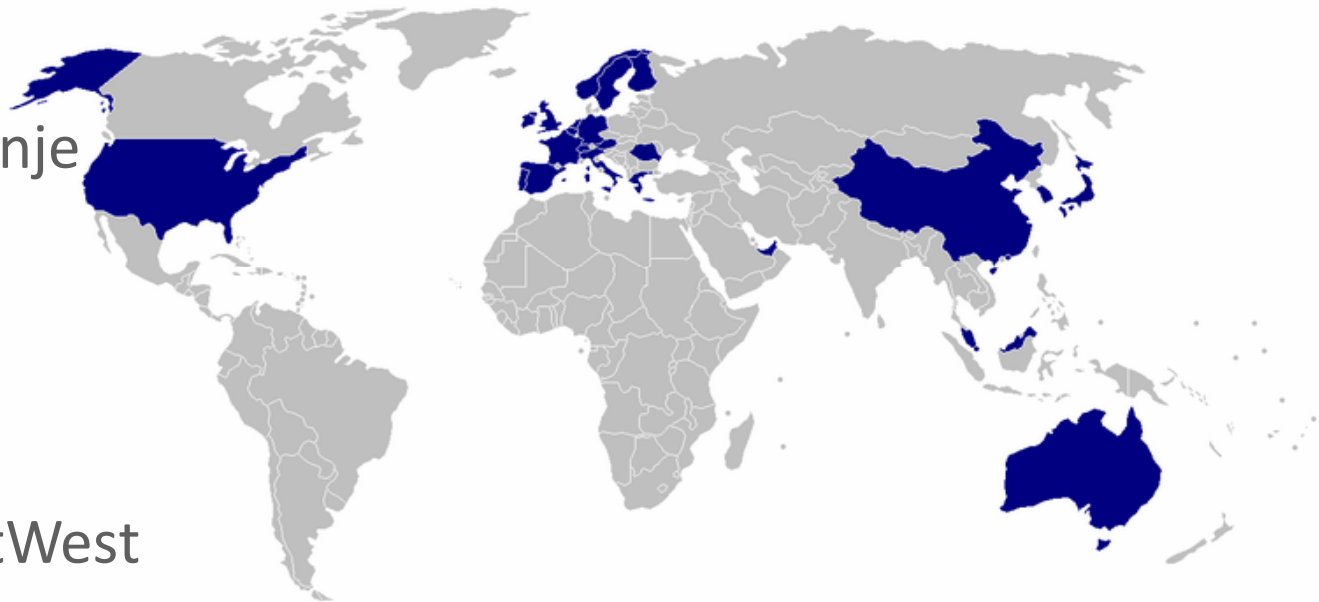
2 Praksa

Analiza slučaja – RBS Group



Osobna iskaznica

- vrsta: dioničko društvo
- industrija: financije i osiguranje
- godina osnutka: 1727.
- središte: Edinburgh, Škotska
- broj zaposlenih: 141,000
- banke kćeri: RBS, Ulster, NatWest



Analiza slučaja – RBS Group

19.6.2012. – pad sustava



- Update softvera za obradu plaćanja
- 17 milijuna klijenata bez pristupa računima
- 25.6. - 99% online



- 25.6. – 99% online



- 16.7. – 99% online

Direktni

vs

Indirektni troškovi



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BIRTHDAY PARTY FOR GIRL, FO

had to cancel her
s fourth birthday
use the computer
her with no money.
ingle, 29, had been
er fiancé's wages to
ir daughter Starr's
s.

had planned a party
ne in Chard, Somer-
guests and a trip to
nture Park in Exeter.
the mother-of-four
thdraw money, she
at it had not been
d she was forced to
daughter's birthday
result.

that she and her
ip Gibson, 35, were
e 'week to week' on
a window and con-
fitter and had no
in the account.
gle said: 'When you
ank you expect your
be there and to be



No party: Gemma and Starr

able to access it. When that
doesn't happen it's a huge
shock.

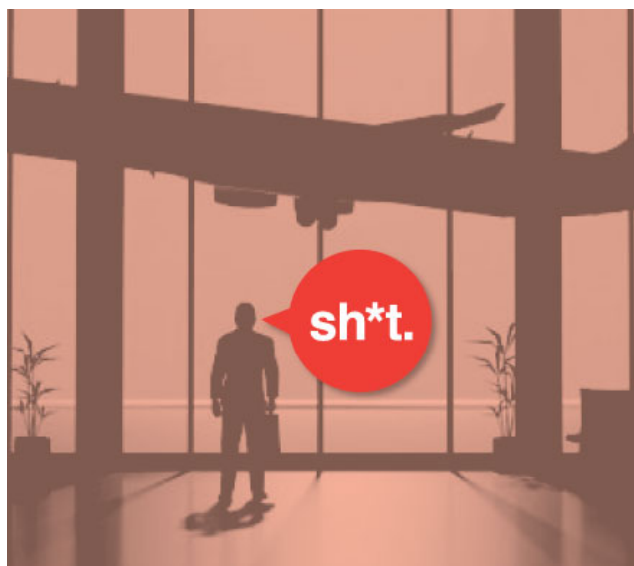
'I was just going to have the
party here at home but I had no
food in at all. I was expecting to
go to the supermarket on Thurs-
day when Phillip's wages came

in. My children were
pointed. Luckily, St
four so she didn't
much about the day
was so upset when
provide her with any
'I didn't even have
money to buy her
cake. We ended up
four cheap muffins
candles in them.
upsetting.'

Miss Pringle borrow
from her mother-in-l
pair of roller-skate
would have one p
open.

She also had to di
wedding fund to mal
family had enough
bills and buy enough

She also had to bor
from a neighbour to
family's electricity m
Miss Pringle said s
been offered compe
NatWest.



Putnica zapela u inozemstvu bez
novca za hotel/kartu

ST TIME BUYERS T LIVING IN LIMBO

e buyers Jason
and Sammy Jo
ve been left in
er NatWest com-
ches led to their
pletion stalling.
id not get the keys
ome because the
and legal fees had
transferred into
tor's account.
ins, 30, of Car-
West Wales, had
two years to buy
rith his 26-year-
e.

'I've just bought
apartment and
g was supposed
ough on Friday,
't.

he day off work
wouldn't let us
lat because our
payment hadn't

arrived and our mortgage
hadn't been transferred.

'It's been very stressful,
especially for my fiancée.
And I have heard nothing
from NatWest in terms of
compensation.'

The couple have only a
few days left in the house
they were renting, but Mr
Hopkins, a gym instructor,
has now been assured that
the payments have gone
through.

He added: 'I am now con-
sidering whether to bank
with them in the future.
They say it's just a glitch,
but clearly if it's happened
once it can happen again.'

'We feel like we're in
limbo and we're worried
about what will happen.'
He added that his solicitor
also banked with NatWest.



Sammy Jo James and Jason

Stanokupci nisu mogli ući u stan

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Britanac proveo vikend u zatvoru unatoč plaćanju jamčevine



Bolnica u Meksiku odlučila isključiti aparate 7-godinjoj djevojčici zbog neplaćanja računa



Jim Brow, CEO Ulster banke odrekao se godišnjeg bonusa

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