

Vertiv Criticality Rubric

CRITERIA	YOUR SCORE 1 = NOT APPLICABLE 5 = VERY APPLICABLE					WEIGHT
	1	2	3	4	5	
Unplanned downtime's impact on human health						30
Financial impact - unplanned downtime causes lost sales and opportunity						20
Societal order depends on availability (i.e. downtime causes disruption to day-to-day life)						20
Potential environmental impact of unplanned downtime						10
Immediacy of impact - an outage takes a toll right away						10
Cost of recovery - repairs, affected asset replacement, alternate measures required during downtime						9
Significant portion of the affected company's/affected affiliates' resources depend on availability						9
Ripple effect (unplanned downtime takes out other systems, within or outside the initially affected organization)						9
Likely scope (local, regional, national, global) of effects of unplanned downtime						8
Subjective industry criticality ranking (please rank this industry based on your own experiences and knowledge and for those you scored 4 or 5, explain why you think this industry is extremely critical)						8
Impact of reputational damage caused by unplanned downtime in competitive marketplace (in the most extreme cases, this reputational damage could extend beyond the affected organization/company to the whole industry)						7
Lack of availability may not cause societal disruption, but it causes frustration and angst (i.e. when video streaming goes down on a Friday night or your social media game is not available for a morning public transportation commute)						7
Unplanned downtime brings the risk of high media/public outrage						7
Probable duration of impact (operational, not reputational)						5
Industry's prioritization of availability (do businesses in this industry spend significant time and resources to ensure their own availability?)						5