

Why is Availability Important?

- Availability = Reads/writes complete reliably and quickly.
- Measurements have shown that a 500 ms increase in latency for operations at Amazon.com or at Google.com can cause a 20% drop in revenue.
- At Amazon, each added millisecond of latency implies a \$6M yearly loss.
- User cognitive drift: If more than a second elapses between clicking and material appearing, the user's mind is already somewhere else
- SLAs (Service Level Agreements) written by providers predominantly deal with latencies faced by clients.