ZeroDown Software Launches Failure Gap Assessment™ to Expose Hidden Business Availability Risk

New executive assessment measures the gap between expected and proven recovery capability before downtime exposes it.

GREENWOOD VILLAGE, CO, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- ZeroDown Software today announced the launch of the Failure Gap Assessment™, a new executive-level diagnostic designed to reveal the often-hidden distance between what an organization believes will happen during a disruption and what it can actually prove it is capable of doing.

> “The greatest risk isn’t the weakness you know about. It’s the one hidden behind confidence. The Failure Gap Assessment shows leaders where confidence ends and evidence begins.”
>
> *Alan Gin, Co-Founder and CEO, ZeroDown Software*

That distance is The Failure Gap™.

Most organizations have backups, recovery plans, cybersecurity controls, cloud infrastructure and business continuity procedures. Yet when a serious outage, cyberattack, cloud failure, ransomware event or third-party disruption occurs, leaders often discover that recovery assumptions were never fully tested against operational reality.

The Failure Gap Assessment™ was created to expose those assumptions before a real failure does.

“After decades of meeting with board members and C-suite executives, we continue to hear the same confident statements: ‘We have backups. We have a disaster recovery plan. We’re prepared,’” said Alan Gin, Co-Founder and CEO of ZeroDown Software. “But when we ask, ‘Can you prove how your business will actually perform when something critical fails?’ the confidence often disappears. That disconnect between what leadership expects and what the organization can demonstrate is the Failure Gap.”

FROM FALSE CONFIDENCE TO EVIDENCE

"Imagine A World Without Downtime"

The Failure Gap Assessment examines the people, processes, technology, dependencies, governance and recovery capabilities that determine whether an organization can continue operating when critical systems fail.

Rather than simply asking whether an organization has backups or a disaster recovery plan, the assessment asks more consequential questions:
- Can you prove it will work?
- Has it been tested under realistic conditions?
- Do leadership, IT, security, operations and outside providers share the same recovery expectations?
- Are critical dependencies understood?
- How much revenue and operational capacity are actually at risk during downtime?

The result is a clearer picture of where confidence is supported by evidence and where dangerous gaps remain.

BUILT FOR BUSINESS LEADERS, NOT JUST IT

The Failure Gap Assessment is designed to make operational resilience understandable and actionable at the executive level.
Assessment results provide organizations with a Failure Gap score and prioritized remediation roadmap for strengthening the areas that create the greatest exposure.

“What surprised us during the pilots was hearing the same thing, independently and unprompted, from two very different communities: insurance professionals and MSPs,” said Jeff Edwards, EVP of ZeroDown Software. “The Failure Gap Assessment changes the conversation from whether you have MFA, MDR or backups to whether the business can actually withstand and recover from a disruption.”

Edwards said the assessment gives executives and IT a common language, provides brokers and underwriters with evidence to better articulate risk, and helps MSPs identify where customers need stronger capabilities.

“We’ve come to think of it as a resilience Rosetta Stone for risk: a way for everyone responsible for protecting the business to see, understand and communicate the same risk picture," Edwards said.

A NEW WAY TO THINK ABOUT RESILIENCE

The launch reflects ZeroDown's broader belief that organizations need to move beyond traditional disaster recovery thinking.

The objective is no longer simply to recover technology. It is to maintain the availability of the business.

The Failure Gap Assessment supports that shift by helping organizations identify weaknesses before investing in remediation, allowing leaders to prioritize resources based on actual business exposure rather than assumptions.

The assessment is designed to scale across micro, small, medium and enterprise organizations, adjusting the depth of analysis to the size, complexity, governance requirements and risk profile of the organization.

It also aligns resilience discussions with widely recognized cybersecurity, incident response, business continuity and operational resilience frameworks.

FROM ASSESSMENT TO ACTION

The Failure Gap Assessment is part of ZeroDown's broader approach to Business Availability™, which includes assessment, incident response and disaster recovery planning, resilience improvement, and technology designed to keep critical applications available through infrastructure failures and disruptions.

For organizations, the first step is simple:

Know the gap before the gap becomes the failure.

The Failure Gap Assessment™ is available beginning today at https://failuregap.ai/

ABOUT ZERODOWN SOFTWARE

ZeroDown Software helps organizations protect critical business operations from downtime and disruption. Founded in 2000, the company has spent more than two decades developing technologies and methodologies focused on application availability, operational resilience, disaster recovery and business continuity.

ZeroDown is also a co-founder of The SafeHouse Initiative, an industry-led effort dedicated to helping small and midsize businesses better understand cybersecurity, operational resilience and business availability. The Initiative provides free education and practical resources through podcasts, blogs, papers and other educational content. Its contributors volunteer their time and expertise, with no marketing or sales activities associated with their participation. Learn more at https://safehouseinitiative.org.

ZeroDown's philosophy is built around a simple principle: organizations should not have to choose between experiencing a failure and remaining operational. Through the Failure Gap Assessment™, SafeHouse™, In Your Pocket® and its Always Available™ technology, ZeroDown helps organizations identify resilience weaknesses, prepare for disruption and move toward a World Without Downtime™.

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