

180,000+ Businesses Impacted, Millions in Potential Losses as Web Host Goes Down for 9 Hours

A Storm, a Cooling Failure, and a "High-Redundancy" Data Center That Wasn't: In this analysis, we examine the True Cost of This Week's Data Centre Outage



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Phoenix, Arizona Sep 9, 2026 ([IssueWire.com](https://www.issuewire.com)) - When a single data center in Phoenix, Arizona lost its cooling systems during a storm this week, it triggered a chain reaction that took down websites, email, and online storefronts for a customer base estimated at more than 180,000 businesses — for over nine hours. For many of those businesses, that meant nine hours of invisible storefronts, unanswered customer emails, and lost sales, through no fault of their own.

[TiwaHost](#), a web hosting provider, has analyzed the incident's likely financial impact on affected business owners — and what it reveals about a blind spot many companies don't think about until it's too late: who else is relying on the exact same data center as you.

What Happened

According to Namecheap, the affected provider's own incident update, published on the 14th of April,

day after service was restored, the outage was triggered by a cooling system failure caused by a major storm, which pushed surrounding infrastructure temperatures to critical levels. The facility involved is classified as a Tier 3 data center — a rating specifically meant to signal high redundancy and resilience against exactly this kind of failure. The provider itself called the incident one it "had not experienced before" in 25 years of operation.

Rather than risk permanent hardware damage, the provider made the call to take services offline entirely, holding systems down until cooling was restored and temperatures were confirmed safe.

That decision extended the outage but avoided what could have been a far more damaging outcome: catastrophic, unrecoverable hardware failure. Recovery then rolled out in stages — servers, networks, storage, and databases brought back online in sequence — which is why some customers saw their sites and email return before others.

Independent monitoring measured the outage at approximately 9 hours and 35 minutes, from the provider's first customer notice to full service restoration, with the main customer-facing website unreachable for closer to 11 hours and 42 minutes by some measurements (Cyber Kendra, August 2026).

Namecheap has confirmed all affected services are now fully restored — and, in a smaller but telling detail, had to publicly correct its own initial identification of the data center operator involved, a reminder of how chaotic real-time incident communication can be even from the company at the center of it.

The Business Cost of Downtime

Using third-party firmographic data placing the affected provider's hosting customer base at approximately 179,180 verified companies (Landbase, 2026), [TiwaHost](#) modeled the potential revenue impact using conservative, industry-standard assumptions:

An estimated 30–40% of hosting accounts on budget shared-hosting platforms represent active, revenue-generating small businesses (the remainder being personal sites, blogs, or dormant domains).

Small online businesses typically generate between \$50 and \$200 per hour in revenue during active business hours, based on standard SMB e-commerce benchmarks.

Applied across a roughly 9.5-hour outage window, this places the potential aggregate revenue impact in the range of \$18 million or more across the affected customer base — before accounting for secondary costs such as missed customer inquiries, abandoned transactions, delayed email communications, and reputational damage.

"This is a conservative, transparent estimate — not a confirmed figure from the provider itself," said [Oluwaseun Kolade](#), a Consultant at TiwaHost. "But it illustrates something business owners often underestimate: hosting downtime isn't just an inconvenience, it's a direct hit to revenue, customer trust, and in some cases, search rankings. When your host goes down for nine hours, that's nine hours your storefront, your booking system, or your client-facing tools simply don't exist to the outside world."

The Real Lesson: Redundancy on Paper vs. Redundancy in Practice

The most striking detail in Namecheap's own account isn't the storm — it's the data center rating. Tier 3 classification exists specifically to guarantee high redundancy and minimize single-point-of-failure risk. That a Tier 3-certified facility could still leave a hosting provider with no fallback for over nine hours exposes a structural gap in how the hosting industry talks about reliability: redundancy at the data center level does not guarantee redundancy at the provider level.

If a company routes all customer infrastructure through a single facility — no matter how resilient that facility claims to be on paper — a localized event like a storm-driven cooling failure can still take everything offline at once. The provider has since acknowledged this directly, stating it will implement additional redundancy across multiple data centers, including facilities in Europe and Asia — effectively confirming that single-facility dependency was a contributing factor in the scale of the disruption.

TiwaHost points to this as the core argument for multi-facility, geographically distributed infrastructure and transparent uptime guarantees as baseline expectations — not premium upsells — for any business that depends on its website for revenue.

About TiwaHost

[TiwaHost](#) is a domain registrar, web hosting provider and integrated website design solutions provider focused on reliability, uptime, and infrastructure resilience for small and growing businesses.

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