

# From Skies to Screens: CrowdStrike's Outage and the Branding Fallout

Global tech meltdown sparks chaos

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People all over the world woke up to find a new brand name dominating the online conversation, and they're not too happy about it. An outage at cybersecurity giant CrowdStrike caused a global tech meltdown that grounded flights and shut down banks, hospitals and newsrooms.

Apparently, this wasn't a cyber attack. The company released a software update that tripped up machines running Microsoft Windows. Once a patch is released, it will probably take a few days to get everything back online—so buckle up for a long and trying weekend.

But beyond the immediate headache, CrowdStrike will be dealing with the ramifications of this brand-bruising headache for weeks and months to come. Trust in their rock-solid security promise took a hit, and that will weigh heavily on their reputation as consumers and businesses start questioning the company's reliability.

A wide variety of brands, businesses and countries impacted by the CrowdStrike glitch.

American, United and Delta were grounded in the U.S. according to the FAA.

Airports felt the pinch, too. Hong Kong, Sydney, Berlin, Amsterdam's Schiphol and Manchester, U.K., were all hit hard. At the latter, check-in counters were a mess, leading to massive lines. Even Ryanair, Europe's budget flying king, was caught in the IT crossfire.

Britain's NHS saw computer systems go dark in hospitals and doctors' offices, adding to the chaos.

TV broadcasters weren't spared, either. In France, top channels TF1 and Canal+ couldn't air their shows. TF1's presenter Christophe Beaugrand-Guerrin summed it up on X: "We're ready to roll, but a massive breakdown behind the scenes has us stuck!"

Meanwhile, on these shores, 911 emergency lines in several states went haywire. The U.S. Emergency Alert System advised folks to contact local police or fire departments directly for emergencies.

As the dust settles, one thing is clear: CrowdStrike's reputation has taken a beating, and so have the brands that depend on its tech.

This global snafu serves as a stark reminder of our fragile dependence on technology.

So, as we reboot and recover, let's hope CrowdStrike has a plan to regain consumer trust—and fast!



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