



WHAT'S THE OPPORTUNITY?

Small to midsize businesses interested in a service that provides uninterrupted access to critical applications and data, even in the event of a system failure, unplanned outage or disaster – with no capital investment

<p>The Challenge:</p> <ul style="list-style-type: none"> • Mission critical server available 24x7 • No BC/DR solution today • Limited IT budgets and IT resources • No time to manage DR/BC 	<p>How to Spot the Opportunity:</p> <ul style="list-style-type: none"> • Experienced a recent painful outage • Concerned about compliance • Interested in business continuity • Talking to IBM or SunGard
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Who has the problem?

Regional banks, hedge funds, insurance companies, independent money managers, municipalities, regional hospitals, regional healthcare providers, universities and colleges and any organization with zero tolerance for downtime

What's the benefit of solving the problem?

Virtually eliminates business downtime and the costs associated with such an event.

What Is Instant Recovery On Demand (IROD) Service?	
<p>The IROD Service is an outsourced turnkey solution that provides businesses with uninterrupted access to critical applications and data during a system failure, unplanned outage or disaster. It is offered as a monthly subscription (OPX) with no capital investment (No CAPX).</p>	
Our Value Proposition	
<ul style="list-style-type: none"> • Instantly add high-value service • No hardware or software investment • Private-label solution option • Minimal support for a significant recurring high-margin monthly revenue 	<ul style="list-style-type: none"> • Total-client ownership enables transition from occasional customer to long-term client relationships • Helps develop other Incremental revenue opportunities • Immediate billing opportunities
The Way We Do Things – Key Differentiators	
<ol style="list-style-type: none"> 1. There are many online backup service providers in the market. IROD is not online backup. IROD is a disruptive technology/service, very unique because it provides real-time replication and high availability in a turnkey cloud service model—resulting in true business continuity for the SMB customer. 2. Two distinct partner models are available: Managed and Unmanaged <ol style="list-style-type: none"> a. Managed: for partners who want to be a sales agent only b. Unmanaged: for more technical-savvy partners who are willing to take on more of the technical requirements, resulting in additional margins 3. IROD includes Assured Recovery—a non-disruptive, on-demand disaster-recovery testing feature that is a key differentiator in this market. 	



Instant Recovery On Demand

Customer Pain	What We Do		Proof Points
Loss of revenue, customers and reputation due to business outage	Provide 24x7 uptime for mission critical servers and applications	Differentiator	Multiple case studies where IROD performed as advertised, exceeding customer expectations
Disruptive DR/BC testing	Provide non-disruptive DR testing	Differentiator	Assured recovery recognized as a key differentiator by industry analysts and industry thought leaders
Can't afford true DR/BC solution and resources	Provide inexpensive turnkey BC/DR solution with no capital investment	Differentiator	CA research document that shows the cost advantages of IROD over build-your-own scenarios

Potential Blockers and Objection Handling			
	Objection	Response	Possible Action
Top Level Objections	"IROD is too expensive."	IROD is NOT another online backup service. When wrongly compared to backup solutions, IROD is more expensive. IROD competes with more industrial-strength replication/high availability services.	Provide "right" competitive price points.
	"IROD is too complex."	We take the complexity out of implementing a DR/BC solution—no additional technology or hidden costs are required.	Provide full live demo of the service and failover process.
	"We don't need that level of protection."	The tolerance for downtime continues to diminish in today's "always-on" world.	Share analyst data on SMB's that fail due to business outage.
Supplier Objections	"I don't have the resources to add another service."	We have a managed model that allows for MSPs to become a sales agent—leaving all of the technical, implementation and support to CA.	Help the MSP become registered, no authorization is required.
	"I don't want to lose control of my direct client relationship."	IROD respects the direct client-MSP relationship—allowing for continued direct billing from the partner.	Provide service overview document, detailing how billing works.

Contact Information

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Visit www.ingrammicro.com/seismic for details.