

WHAT'S THE OPPORTUNITY?

<p>The Challenge: Most companies need the functionality of Microsoft Exchange; however, it is expensive to deploy and difficult to maintain.</p>	<p>How to Spot the Opportunity:</p> <ol style="list-style-type: none"> 1. Customer wants new Microsoft Exchange version 2. Customers with mobile devices 3. Customers that complain about email downtime
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Who has the problem?

Because of its expense and complexity, most companies have problems with deploying and/or maintaining Microsoft Exchange. Generally, the smaller the company is, the more difficult the problems. The ideal client—one that needs Exchange but has trouble managing it—has between 10 and 100 users.

What's the benefit of solving the problem?

Customers that outsource Microsoft Exchange service get a far more reliable service than they can afford to build, get small, predictable monthly operating expenses (in contrast to large capital expenditures) and do not need to worry about maintenance.

What Is the groupSPARK Microsoft Exchange Service?
<p>groupSPARK provides its VAR partners the ability to meet their clients' needs for hosted Microsoft Exchange email service while maintaining ownership of their clients; this is not a referral service. VARs get access to a VAR-branded control panel for provisioning. Additionally, groupSPARK will not have any contact with the VARs' clients for any reason. The VARs set their retail prices and contracts with their clients directly. Services are provided on a month-to-month basis with no minimum commitments, no long-term contracts and a 99.999% uptime guarantee. If a VAR needs technical support, 24x7x365 phone and email support is provided 100% from our U.S.-based headquarters.</p>

The Way We Do Things—Key Differentiators
<ol style="list-style-type: none"> 1. Additional hosted services (McAfee email defense, email archiving, encryption, BlackBerry Enterprise, Iron Mountain Connected Desktop Backup, etc.) are available and fully integrated into the same control panel for provisioning and managing users—there is no need to manage your clients from multiple interfaces with multiple accounts and passwords. 2. Our company is 100% U.S.-based and does not outsource its support. Support is available 24x7x365 and you will never need to deal with somebody in a foreign country while you are trying to solve a problem. 3. You will have access to the groupSPARK Partner Portal—an online repository for sales and marketing tools and unbranded collateral that you can use to help you position your version of our suite of products.

Customer Pain	What We Do		Proof Points
Reliability	We provide service with a fully clustered, enterprise environment hosted in a state-of-the-art, Tier-4 data center.	Differentiator	<ul style="list-style-type: none"> Fully clustered environment Microsoft Gold Certified Partner Geographically and politically stable Four redundant network backbones Four Liebert 600 series UPS systems
Maintenance	groupSPARK's full-time staff of professional admins works around the clock to maintain all servers and services, apply all necessary patches and handle all emergency repairs.	Differentiator	<ul style="list-style-type: none"> 24x7x365 monitoring and maintenance 99.999% uptime guarantee Real-time data replication Stateful packet inspection & intrusion detection
Cost	We provide most services on a month-to-month, per-user basis to allow for the most flexibility to clients.	Standard	<ul style="list-style-type: none"> This is a predictable monthly fee that companies can easily budget for. It is no longer a capital expense but an operational expense. Ferris Research, Osterman Research, the Radicati Group, and most other research firms determine that most companies would save money by moving to cloud-based Exchange service.

Potential Blockers and Objection Handling		
	Objection	Response
Top Level Objections	I can get the same software cheaper.	We provide Software as a Service (SaaS). With SaaS, the service is as important as the software. The convenience and reliability that comes from working with a groupSPARK team of highly trained hosting experts adds value to the software your clients use. We also monitor and maintain all hardware and software 24x7, ensuring continuous uptime and a highly secure environment.
	Not all of my users need Exchange.	Through a Split Domain configuration, groupSPARK allows you to move a subset of users to Exchange while keeping the rest of them on their existing service.
	Migrating will be difficult.	Yes, migrating can be very difficult—especially if you are planning a migration without assistance. Our network of VARs can assist you with planning and executing your migration while leveraging our expertise.
Supplier Objections	I want control of the client.	With groupSPARK, our relationship is with the VAR—not with the VAR's client.
	I want access to the servers.	Since the Exchange environment is managed by a full-time staff of Exchange admins, there is no need for a VAR to access the servers. Further, allowing access to the servers by a third party would violate the standard privacy agreement we share with our VAR community.

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Solution	Customizing the server(s)	groupSPARK is able to offer Software as a Service by achieving economies of scale. In order to maintain our network infrastructure, ensure the highest level of data security and provide cost-effective hosted solutions to all of our customers, we limit the amount of customization that is allowed.
	Integration with other services	While groupSPARK is proud to offer integrated premium complementary services with Exchange, we understand that some customers will prefer other options. Services that capture mail flow (e.g., spam filtering) can be used easily. Services that need to be installed in the groupSPARK environment, which may impact other clients' use of the service, cannot. Please contact groupSPARK Sales to inquire about the specific application and its implementation.

Contact Information

In the U.S., email sallesservices@ingrammicro.com or call (800) 705-7057.

In Canada, email services@ingrammicro.ca or call (877) 755-5002.

Visit www.ingrammicro.com/seismic for details.