



## Introduction

Hello <customer> it's <rep> from <partner>.

Not sure if you've heard of us before, we're a specialist managed service provider for Backup & Disaster Recovery. We've had a lot of press lately around two of our managed service products called DataReady and EnvironmentReady. We've implemented these services with a number of key customers including: <names of reference sites relevant to customer>

In short, DataReady is a fully managed online backup service that eliminates the heavy reliance on tape and tape systems and provides customers with 3 months online data retention.

One of the attractive things about DataReady is that it allows customers to leverage from the technology we are using to also deliver a complete disaster recovery solution for their environment, which is 70-80% already funded by the managed backup. This enables customers to implement disaster recovery without having to find a whole new budget for it.

## Open the conversation for managed backup

The key driver of DataReady is that as an online backup service, it alleviates many of the traditional issues with tape and tape systems.

Do you think your organisation would see some benefit in moving away from this heavy reliance on tape?

<p><b>If &lt;Yes&gt;</b> What have you seen as the main issues around using tape in your environment? i.e.</p> <ul style="list-style-type: none"><li>- reducing backup windows</li><li>- time to recover data</li><li>- reliability of tape systems</li></ul> <p><b>Then go into the further qualification questions below</b></p>	<p><b>If &lt;No&gt;</b> Our service is really aimed at eliminating many of the internal issues that IT depts face when trying to manage their own backup environments.</p> <p>Would outsourcing backup be of interest to you?</p> <p><b>If &lt;Yes&gt; go to left &lt;Yes&gt; column</b> <b>If &lt;No&gt; open conversation about Disaster Recovery</b></p>
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## Qualify the opportunity for DataReady

**Talk through their current backup environment:**

- Are you still using a lot of tape in your environment?
- What backup product are you using?
- Do you have a lot of distributed data?
- Are you using a tape shipping service?

## Explain the DataReady key benefits

These are some at a glance key benefits that you can have beside you when you're on the phone.

### DataReady™

- Simple and cost effective data protection with no capex required
- Provides online, fast, reliable recovery of data
- Full backups 100 times faster than traditional backups
- Eliminates the need for tape
- Web portal for easy to use customer self recovery

## Open the conversation for managed disaster recovery

Thanks for that information.

Our services use a combination of some key technologies ie. Data deduplication and virtualisation. Have you heard of data deduplication?

<b>If &lt;Yes&gt;</b> Continue	<b>If &lt;No&gt;</b> Data deduplication basically allows us to replicate large amounts of data across lower bandwidth i.e. 1 TB across 2 MB line
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Our solution works by putting a fast restore box on your site which replicates 35 days worth of data, giving you a fast restore option on 90% of your recovery of data. The node also replicates to our data centre where we give you 3 months online data retention

As mentioned, because our service is using the same technology engine, we are able to leverage off our DataReady product and offer our customer a fully managed disaster recovery service with complete SLA's on their recovery of individual servers. Eg. For a complete disaster recovery solution our customer's pay an additional charge per server per month.

Does your organisation currently have a disaster recovery strategy in place?

<b>If &lt;Yes&gt;</b>  <b>Qualify what their Disaster Recovery strategy.</b>  We're finding our enterprise customers really like the flexibility of our disaster recovery solution - Environment Ready and how it ties in nicely with DataReady.  <b>Then go into the further qualification questions below</b>	<b>If &lt;No&gt;</b>  We're finding our enterprise customers really like the flexibility of our disaster recovery solution - Environment Ready and how it ties in nicely with DataReady.  <b>Then go into the further qualification questions below</b>
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## Qualify the opportunity for EnvironmentReady

### Talk through their current server environment:

- Approx what is the size of your storage environment
- How many servers are you running?
- Have you gone down the SAN or virtualisation path?
- Let them talk and tell you any extra information

## Explain the EnvironmentReady key benefits

These are some at a glance key benefits that you can have beside you when you're on the phone.

### EnvironmentReady™

- Simple & Cost effective disaster recovery with no capex required
- Guaranteed SLA's on different prioritised server groups
- True replication of the complete environment
- Simple biannual testing for DR environment
- Enterprise Class reliability, recovery and functionality

## Explain how the pricing model works

Our DataReady product works on 3 simple costing principles:

- A dollar per GB rate on the amount of data protected
- Size of fast restore node on your site
- Communications link required to replicate to our data centre

These 3 costs are charged as a monthly fee to our customers, avoiding any capex requirements.

For EnvironmentReady, we simply add a cost per server to the cost of DataReady for fully managed disaster recovery which is also charged as a monthly fee.

## Close conversation and book meeting

That's great <name>, thanks for that information.

The next step for us is normally to come out and give you a bit more of a technical presentation on our products and get a bit more of an understanding of your site to see how these products fit into your environment.

We can also have a discussion on how we are delivering managed backup and disaster recover to our customers, particularly on the process side of things. Can we set up a meeting time where we can come out to present to your team? **[Book meeting]**