



Overcoming Objections

Answers to Common Objectives
for Cloud BDR Services



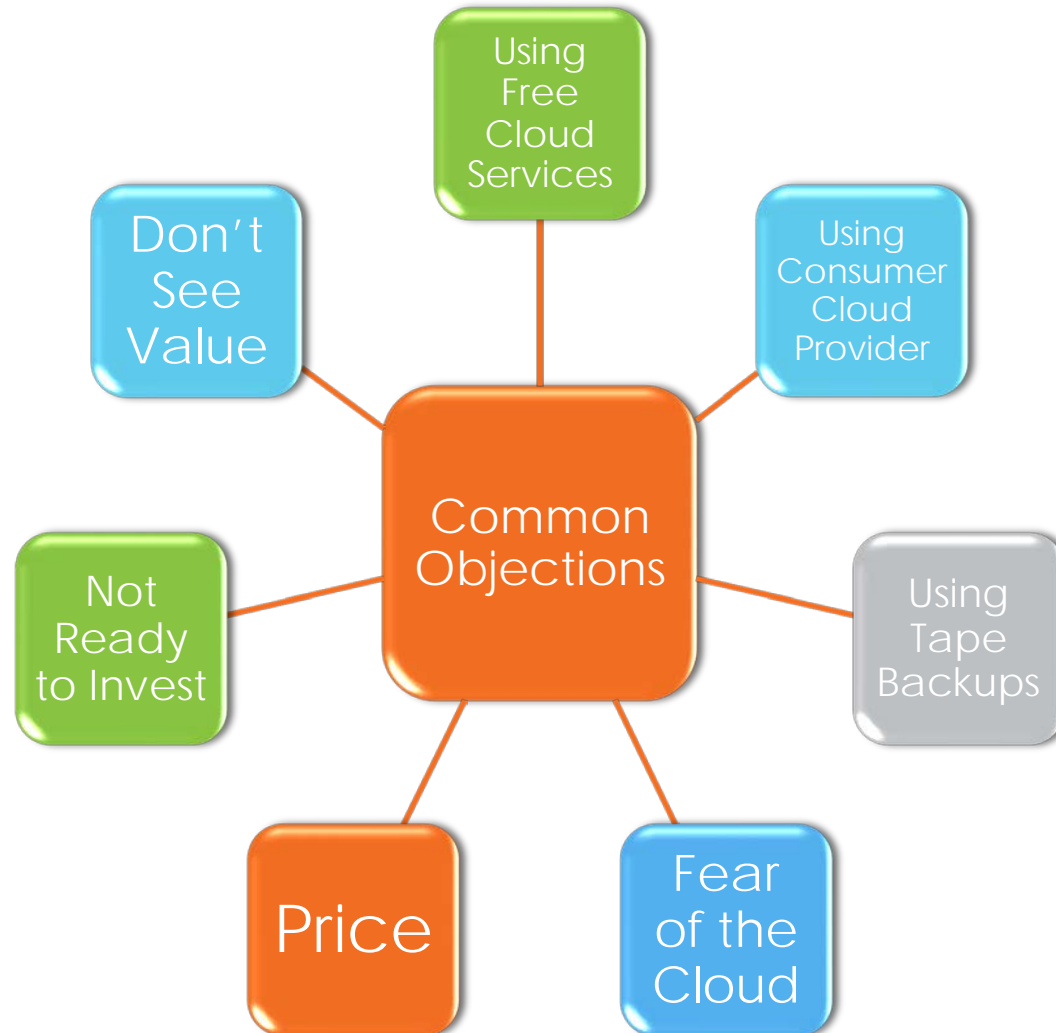
Intronis
MSP Solutions by Barracuda

A customer is on the phone...

Yes *what if* not sure expensive
objections **NO** *maybe*
I'll think about it can find it cheaper
budget *already have one*

but despite your hard work,
they remain reluctant to sign a deal...

What are some common objections



Objection: “Free cloud services are just as good as paid.”

- In exchange for free storage, users often give up actual **ownership** of their data
- Customers assume that restorations from backups are instantaneous
- Asking customers **whether they have ever tested** their current recovery solution helps to reveal that process’ weaknesses and clarify the risk-benefit analysis associated with your solution
- More often than not, you get what you pay for

Objection: “Consumer cloud services work fine for business.”

- Consumer-grade cloud backup may be just fine for storing personal files or family photos, but they do not offer **true** data protection
- Corporations must adhere to legislative demands, industry regulations, and larger financial implications
- Consumer-grade services cannot meet the data recovery needs of a business and many times prove unreliable

Objection: “Backing up to tape saves money.”

- Too many risks for this to be a worthwhile long-term strategy
- Manually conducting tape backups means the process occurs irregularly, if at all
- It’s far too easy to lose a tape, either by accident or theft
- Tape restores are not always reliable and consistent, making the risk of data corruption or loss far too serious

Objection: “The Cloud is not secure.”

- Ask whether they use the cloud already
- Anyone who has ever managed their personal banking online has already performed a sensitive task in the cloud
- Highlight Intronis’ strong security features and protections to further assuage customers’ concerns
- In addition to saving time and reducing costs, a recent study commissioned by Microsoft Corp. found that SMBs in the U.S. who are using a cloud service are also realizing significant privacy, security and reliability advantages over companies that do not use cloud services. The study notes that 94% of the SMBs polled who are using one or more cloud services have gained security benefits they did not get from former on-premises technology.

Objection: “Cloud backup is too expensive.”

- More often, the prospect is either unconvinced of your service’s value or is simply trying to find a way to get a discount
- Remind them of the way your solution addresses their pains further establishes its value
- Don’t lose sight and lower your price to the point of devaluing your solution
- Remember that there will almost always be a cheaper solution out there
- Show them a side by side comparison matrix. This helps to illustrate that they do get what they pay for.


Objection: “My data is safe for now.”

- Business interruptions don't occur on schedule, and by leaving themselves unprotected or under protected for a longer period of time, companies compound the financial risk they could incur
- Downtime, for example, is a huge financial burden, with revenues lost every minute a business is not operating normally
- Hard costs – employee salary, property taxes, and utilities - are a major contributor to lost funds, but soft costs – the money your business could have been earning if it hadn't lost a crucial file or data access – also add up

Objection: “There’s no value in cloud backup.”

- Paint an effective picture for your prospect, describing the way your solution addresses their pains and solves real-world problems
- For example, how you were able to save a client’s company by providing complete data backup mere hours after a devastating fire destroyed the company’s place of business
- As a result, the client was still able to make payroll and stay afloat even while it literally rebuilt the business from the ground-up

Competitive Snapshot

FEATURES	BUSINESS-GRADE	CONSUMER-GRADE
Offered as a Managed Service		X
Built for Business Use		X
Supports Hybrid-Environments		X
Flexible Pricing & Scalable Service		X
Supports Virtual Machines		X
Compliant with HIPAA and FINRA		X
Saves Deleted Files		X
Change-Block Tracking Technology for Faster Backups and Restores		X
Supported by Bi-Coastal SAE-16 Compliant Data Centers		X
Customer Portal		X
Offers Performance Reporting		X
SQL Server, Exchange and System State Support		X