



**Intronis**  
MSP Solutions by Barracuda

***Intronis MSP Solutions** is dedicated to your business growth and overall success. The information below provides an overview to help you quickly get up to speed on the power of our data protection platform and enables you to communicate the value proposition to your customers and prospects.*



## Uncovering Opportunities

A key to your success is being able to identify which customers to pitch your solutions to. There are a few customer scenarios that you should look out for, as they each present an opportunity for you.

**For example, the following customer scenarios are of particular interest:**

- Currently managing their own backups
- Having trouble keeping up with growing storage requirements vs. limitations
- Having difficulty backing up and protecting mobile/remote employees



## Qualifying Questions

**Drive further discussion by asking questions that establish your value proposition:**

- “Have you used cloud backup before?”
- “What kinds of files and applications does your company use?”
- “How long could your company afford to be without any of its data?”
- “Have you ever tested your current recovery solution?”
- “Does your company need to adhere to any compliance guidelines (i.e. legislative demands, industry regulations, FINRA, HIPAA, PCI, etc.)?”



## Benefits to the Small Business

### 1. We enable you to focus on what's important – growing your business

Our team has full visibility into the status of your backups so we can quickly and easily recover your data, even remotely when a data disaster arises. We free up your time so you can focus on growing your business.

### 2. Complete data protection - Physical or virtual in the cloud or locally

We offer a full range of data protection, from file and folder to image backups that protect your physical systems, plus native backup support for Hyper-V and VMware virtual machines, Exchange, and SQL data.

### 3. Military-grade security means your data is safe in our hands

We encrypt your data twice with military-grade encryption technology in a proprietary backup format, and store it in highly secure redundant data centers located thousands of miles apart. This means your data is secure both in transit and at rest.

### 4. Robust archiving and retention supports compliance

With our robust and economical data archiving settings, we can ensure that your historical data is saved as long as needed, making it easy for you to adhere to applicable compliance standards.

## Overcoming Sales Objections

There are constructive ways to respond to common reasons for pushback:

- **“Free cloud services are just as good as paid.”**
  - There can be a price for free services. Try asking about their experience recovering data using their current free solution to reveal weaknesses in their current solution.
- **“Consumer cloud services work fine for business.”**
  - Some might be fine for personal or home use, but consumer grade services cannot effectively and reliably meet the needs of the business world in terms of compliance, etc.
- **“The cloud is not secure.”**
  - 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. SMBs using a cloud service realize significant privacy, security, and reliability advantages over companies that do not use cloud services. Our double-encryption process and redundant data centers keep your data secure in transit and at rest. Try asking prospects who are relying on local only backups whether that data is encrypted.
- **“Cloud backup is too expensive.”**
  - Again, the price reflects the value they receive– not just of the backup and storage (don’t sell storage – sell business protection!).
- **“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 face.
- **“I’m backing up locally, why do I need to back up offsite?”**
  - What happens when a disaster occurs and your data or entire site is destroyed? You need recoverable data that will enable you to resume operations.



### Just a few of the use cases you can meet:

- Keep my virtualized and physical server applications online
- Protect my business from site outages
- Protect my business from occasional user error
- Keep my teams productive and mobile



## Have Questions?

- **Pre-sales help, demos and general questions:** Your Partner Success Manager or [partnersuccess@intronis.com](mailto:partnersuccess@intronis.com)
- **Partner marketing resources:** See the [Partner Toolkit in Intronis Essentials](#)
- **Billing questions:** [billing@intronis.com](mailto:billing@intronis.com)
- **For technical support:** Call 800-569-0155, email [support@intronis.com](mailto:support@intronis.com), or [Live Chat](#). Available 8a.m.- 9p.m. ET, Monday-Friday, and don’t forget to check out the [Knowledge Base](#)!