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CloudServicesUniversity



iCSU – Cloud Sales Workshop

VDI 101

May 22, 2012

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Secure. Reliable. IT.

Agenda (all times PST)



- 10:00 AM – 10:15 AM – Intros & Objectives
- 10:15 AM – 10:45 AM – A Cloud Primer
- 10:45 AM – 11:15 AM - The VDI Landscape
- 11:15 AM – 12:00 PM – Identifying Opps & Solving Problems
- 12:00 PM – 12:30 PM – Lunch
- 12:30 PM – 1:00 PM – The TCO Implications
- 1:00 PM – 1:30 PM – Starting the Conversation & Overcoming Objections
- 1:30 PM – 2:00 PM – Recap & Certification

Key Objectives

- Virtualization & Cloud Computing
 - What is it and why should I care?
- Frame the VDI Discussion
 - Common Language & Definitions
 - Understand the Different VDI Models
 - Not all VDI is created equal
- IOSP – Identifying Opportunities & Solving Problems
 - We Make Money by Solving Problems
- The C-Level Conversation
 - Avoid the Traps
 - Beating the FUD
- There Will Be a Test 😊

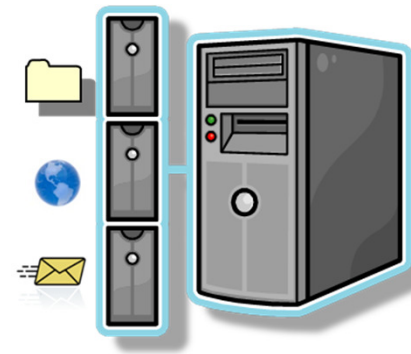
A Cloud Primer



What is Virtualization?

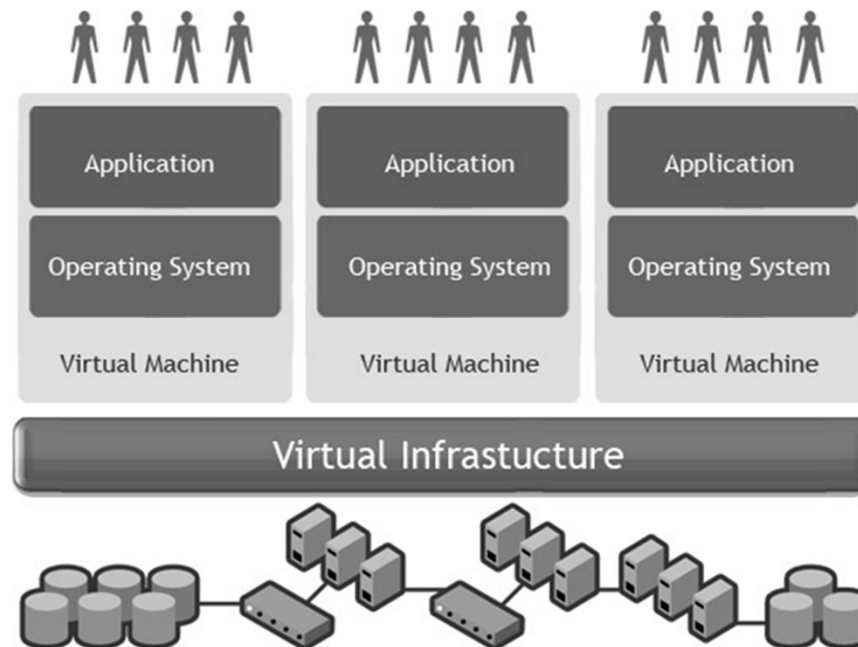
- ▶ Virtualization lets you run **multiple “virtual machines” on a single physical machine**, sharing the resources of that single computer across the virtual servers.
- ▶ Different virtual machines can run **different operating systems** and multiple applications **on the same physical computer**.
- ▶ Virtualizing your IT infrastructure lets you reduce IT costs while increasing the efficiency, utilization, and flexibility of your existing assets.

Typical Model: One Server, One Application

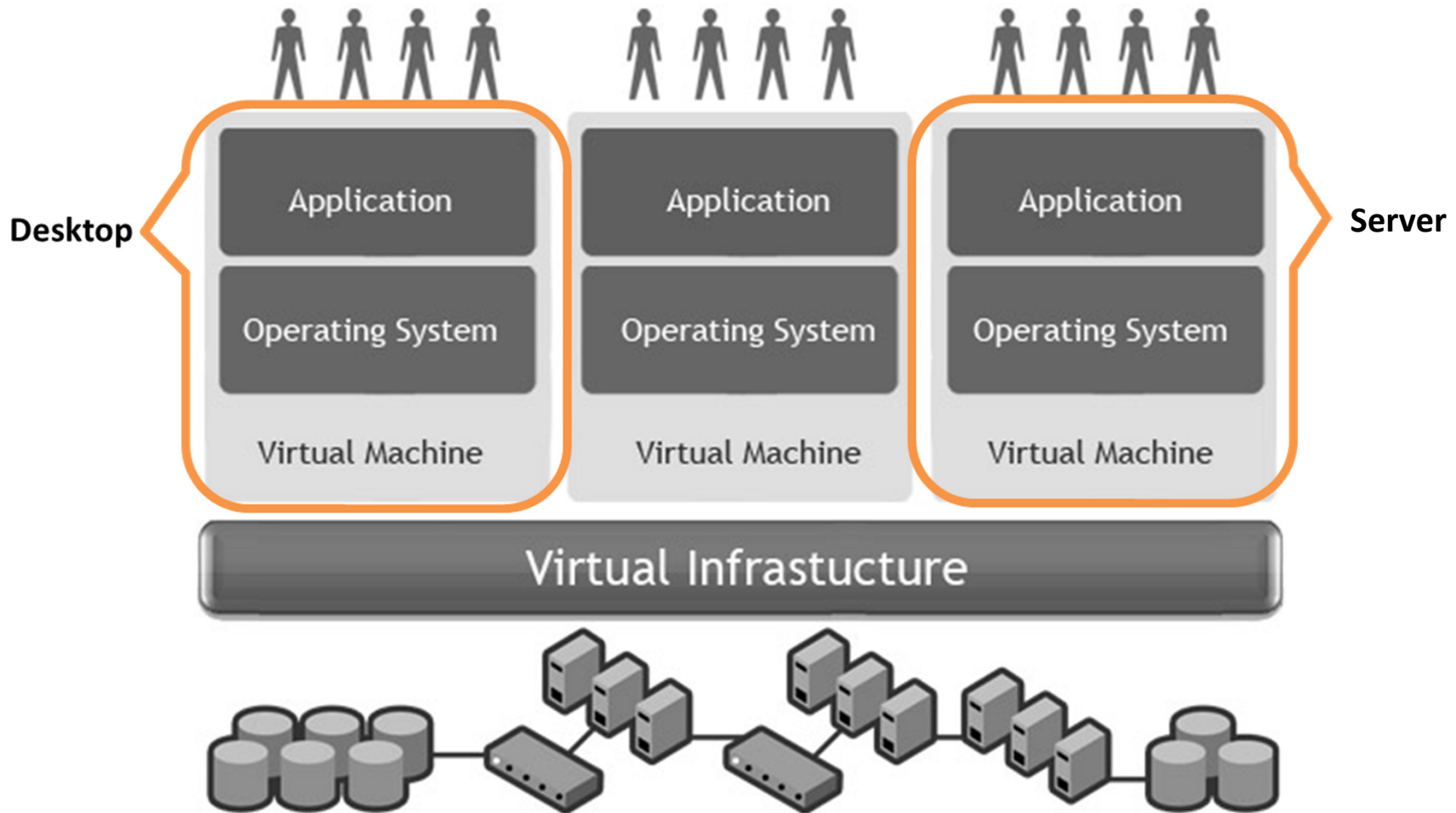


Virtual Infrastructure

- ▶ A **virtual infrastructure** lets you share your physical resources of **multiple machines** to provide a host environment for Virtual Machines.
- ▶ **Virtual infrastructure** aggregates servers along with network and storage into a unified pool of IT resources that can be utilized by the applications when and where they're needed.



Visualizing “Virtualization”



What is Cloud Computing?

- **Cloud computing** is a style of computing in which [scalable](#) and often [virtualized](#) resources are provided [as-a-service](#) over the [Internet](#).
- Users need not have knowledge of, expertise in, or control over the technology infrastructure in the "cloud" that supports them.
- The concept generally incorporates any service that is being provided remotely.
- The term *cloud* is used as a [metaphor](#) for the Internet, based on how the Internet is depicted in [computer network diagrams](#).
- In general terms, Cloud Computing is Virtualizing to a service provider's data center



What is Cloud Computing?



The Yankee Group defines Cloud Computing as follows:

1. Scalable

- The cloud service has the ability to add or remove computing resources including bandwidth, storage and computer power, as the applications or users need.

2. Virtualized

- Information services, including servers, storage and applications, are virtualized.
- The users are shielded from the details of the underlying architecture and work with virtual resources allocated to their enterprise or application.

3. On-demand

- The computing resources and applications can be allocated or removed within seconds of a user request.

4. Internet-powered

- The service is delivered over IP and is accessible via the Internet or a private IP connection.

What is Cloud Computing?



The Yankee Group defines Cloud Computing as follows:

5. Multi-tenant capable

- The resources (e.g., network, storage, and computing power) can be shared among multiple enterprise clients, thereby lowering overall expense. Resource virtualization is used to enforce isolation and aid in security

6. Service-level Assured

- The cloud service provider ensures a specific guaranteed server uptime, server reboot, network performance, security control and response time

7. Usage Priced

- There is minimal up-front cost to the user. For cloud-based infrastructure services, the pricing model is on a per-use basis for bandwidth, storage and CPU. The cloud service provider assumes all capital costs. Some services are billed on a subscription basis per user, per month

The “Pros” of Cloud Computing



Pros:

- Lower Total Cost of Ownership
- Faster ROI
- Reduced hardware equipment for end users
- Improved performance and reliability
- Built-in Disaster Recovery / Business Continuity
- Lower hardware and software maintenance
- Instant software updates, accessibility
- Pay for what is used (by the drink, not by the cow)
- Its easy being GREEN

The “Cons” of Cloud Computing



Cons:

- Security issues (real and perceived)
- Lack of control due to outsourcing
- Privacy concerns (Is my data stored with everyone else's?)
- Data integrity
- Too many, disparate platforms
- Location of physical servers
- Availability and Speed (latency and delay)

Important Considerations



- Security
- Vendor Reputation
- Iron-clad Service Level Agreements (SLA)
- Business Continuity Plans
- Exit Path
- Pricing Models

Going Green with Cloud



Onsite Equipment

- Requires Power and Space

Keeping Onsite Equipment Cool

- Requires Power and Space
- Increases CO2 emissions
- Generally uses space not designed for heat dissipation
- 70% of CIOs report that power / cooling issues are their largest concern in the data center



Moving it Offsite

- Cloud services are built for a multi-tenant environment meaning that power, space and cooling are reduced per customer not just moved (upwards of 65-70%)

Technology is Not Bio-degradable

- The next server or PBX you buy will eventually end up in a landfill.
- Made up of primarily metal and plastic, it will never degrade.
- Computer equipment also contains other hazardous materials

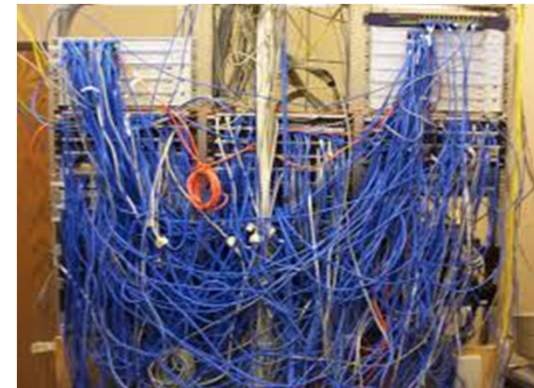


The Environment May Become a Regulatory Issue

What's in your data room?

▶ **Businesses maintain groups of servers on-site to fulfill various business needs including:**

- ▶ Network Servers / Domain Controllers
- ▶ File Storage
- ▶ Application Servers (CRM, ERP, Databases, Billing)
- ▶ Web Servers (Hosting of web sites and applications)



▶ **These servers consume the same resources that any on-site IT resource consumes:**

- ▶ Space, Power, Cooling, Administrative time, Maintenance Fees, Capex

What's missing from your data room?

▶ These on-site servers generally need, but do not always get:

▶ Fire Suppression



▶ Backup Power



▶ HVAC



▶ Failover / Redundant equipment



▶ Monitoring

▶ 24x7 support



What is Cloud Hosting?

Cloud Hosting:

- Provides a customer with a virtualized server or servers for their exclusive use from a service providers data center(s).
- Includes a virtualized server, operating system, the equipment on which it resides, power, environmental, and bandwidth.
- May include network security, backup, applications and support.
- Is available in various delivery models.
 - Public Cloud
 - Private Cloud
 - Hybrid Cloud



Public Cloud Hosting

- Primary method of delivery for cloud services
- Pool of shared computing resources and storage provided to the customer in single instance virtualized servers.
- **Example Vendors:** Amazon, Rackspace
- **Advantages:**
 - Speedy deployment of scalable resources
 - Often pay-by-hour not by month - Inexpensive
 - High Availability – Failover is built in
- **Disadvantages:**
 - Non-guaranteed resources
 - Lack of real customer isolation
 - Limited security options
 - Limited private networking options
 - Often limited backup options
 - Typically a Linear Pricing Model
- **Uses:**
 - Content /web site hosting
 - Test environments
 - Bulk Computing



Private Cloud Hosting

- Not a new concept. Dedicated Server Hosting.
- Dedicated servers and storage in the service provider network provided to the customer (often with a virtualization layer).
- **Primary Vendors:** Rackspace, Hosting.com, Saavis, IBM
- **Advantages:**
 - Completely private with private VLANs and Security
 - Resource guaranteed
 - Total control of Hypervisor layer
- **Disadvantages:**
 - Not high availability by default
 - More expensive
 - Not scalable (resources are not pooled)
- **Uses:**
 - Enterprise application hosting
 - Virtualized Networks / file sharing
 - Compliance / Regulatory Requirements



Hybrid Cloud Hosting

- A combination of Public and Private cloud hosting aimed at taking advantage of the best traits of each.
- Data and apps that require security and control reside in the private cloud, while web content, media and bulk processing happen in the public cloud.
- **Vendors:** Most vendors who have either product are rushing to add the other and get in the hybrid game
- **Advantages:**
 - The best advantages of public and private
- **Disadvantages:**
 - Complicated networking.
 - Additional “art” to application structure
 - Additional considerations make it expensive
- **Uses:**
 - End-to-end architecture in the cloud.



A New Concept: Virtual Private Cloud Hosting



- Public cloud infrastructure with true isolation between customers by establishing virtual switches at the Hypervisor layer.
- Provides an end-to-end Virtual LAN (VLAN) inside of the public cloud.
- Integration of Private network (MPLS/VPN), security and virtual desktops and applications.
- **Vendors:** Matrix, Evolve IP, nGenX, RapidScale
- **Advantages:**
 - The high availability and pooled resources of Public Cloud
 - The security, privacy, flexibility and guaranteed resources of Private Cloud
 - Less complicated networking than Hybrid Cloud
 - Less expensive than Private and Hybrid Cloud
- **Uses:**
 - Outsourcing internal network servers and Enterprise applications and more



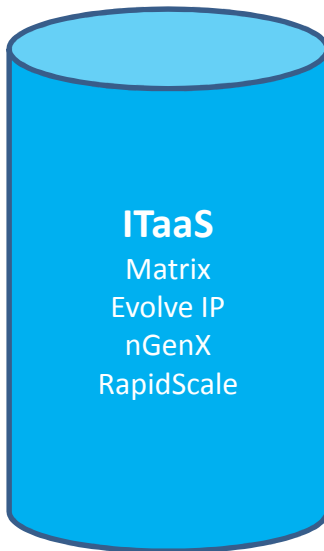
How to Qualify What You're Getting

1. Are my servers public or private (do they have private IPs/VLANs)?
2. How do my servers talk to each other (Public Addresses, Subnet privacy or full VLAN)?
3. Can I connect to my servers privately (VPN or MPLS)?
4. Will I receive my own Private Firewall or Firewall Context? If so, will I get a full ACL on a stateful inspection firewall or simply Natting and Port Forwarding?
5. Are my server resources guaranteed or best effort?
6. Is bandwidth / backup included?
7. Are my servers High-availability? Meaning that if the bare metal fails, it will pick up on another server?
8. Is my data on a fault tolerant SAN or on-board disk?
9. What is the speed of my disk? SATA, SAS (FibreChannel)?
10. Is backup included? What type of retention schedule do you support? Do you have open file management agents?



The Cloud Silos – ITaaS

defining the silo



- Converts the traditional IT model into as-a-service model, including the following
 - Virtualized Servers
 - Virtualized Storage & Back-up
 - Virtualized Applications
 - Includes Line of Business (LoB) Apps
 - Streamed back to client via Virtualized Desktop experience
- May also include “as-a-service”...
 - Hardware (phones, routers, switches, firewall, etc.)
 - MSFT Software Licensing
- All delivered with 7 x 24 Helpdesk Support
- **CAPEX Moves to OPEX**

Traditional Desktop Environments

- ▶ Each employee uses a desktop or laptop that IT must maintain.
- ▶ Ability to run software is based on the equipment on which it is installed.
- ▶ Local disk stores OS, applications and data.
- ▶ Upgrades and software are deployed on a one to one basis.



The Problems with Desktop Environments



▶ Mobility equals risk

- ▶ Remote generally means you can't secure, maintain and upgrade the desktop cleanly

▶ Resource requirements increase with time

- ▶ The more you need to do, the more powerful a device you need
- ▶ Often times a device is too slow before it fails

▶ Single Point of Failure

- ▶ One user's productivity is generally tied to one device

▶ Expensive

- ▶ 70% of the Total Cost of Ownership of a desktop is spent in desk side support.

▶ Management Nightmare

- ▶ Hard Drives, Memory, Processor, Networking Cards, Mother boards are dedicated PER device and regularly fail



Desktop Virtualization Pictorial

Typical Desktop:
One Desktop, One OS, One Employee



Top Reasons for Desktop Virtualization



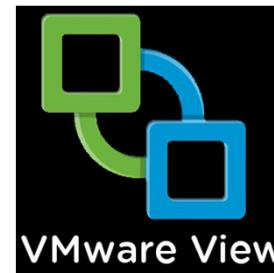
- ▶ **Economics** – Reduce the total cost of desktop ownership by almost 70% through remote troubleshooting, ease of deployment, and extended life of older equipment.
- ▶ **Productivity** – Users can gain access to their desktop from any location on any device, while administrators can support and deploy from a centralized location.
- ▶ **Scalability** – Meet new requirements by adding additional resources to the “virtual” PC rather than upgrading equipment
- ▶ **Performance** – Immediately rectify PC problems by remotely restarting, or reimaging the desktop saving IT time and putting employees back to work immediately.
- ▶ **Security** – Provide external users with secure access to company apps and data. Enforce end-to-end security, consistently, across all users, regardless of device.

VDI Delivery Models

- ▶ **Premise Based**
- ▶ **Web-top**
- ▶ **Streaming Apps**



- ▶ **Full VDI**



Not All VDI is Equal



▶ VDI Environments can be Dramatically Different

▶ Pure Multi-tenant is Cheaper but Limited

- ▶ Plug-ins can be problematic/impossible
- ▶ App Integration a big issue, i.e., Exchange
- ▶ Integration with non-virtualized software, i.e., AS400, PeopleSoft, etc.

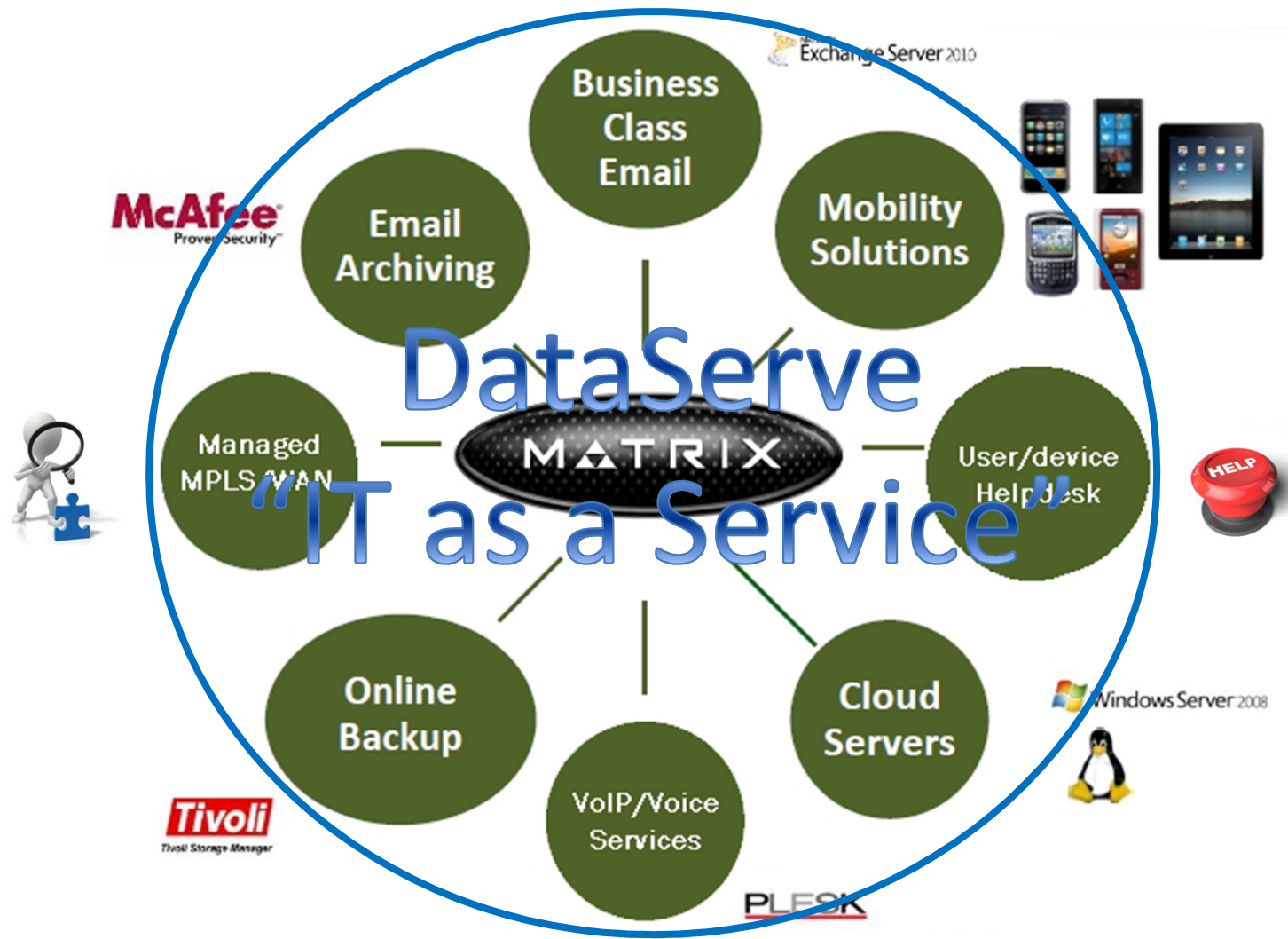
▶ Hybrid Allows MOST FLEXIBILITY/CONTROL

- ▶ Virtualized and Non-Virtualized resources, side-by-side
- ▶ Dedicated Private integrated with Multi-tenant resources

▶ Hybrid has Better Performance

- ▶ Faster application response

Where Matrix Fits - Hybrid



Office 365 & Google Apps – Why Not?



▶ Cheaper Isn't Automatically Better

▶ Important Considerations

- ▶ Cloud Apps are often Skinny – complex features are stripped out
- ▶ Google Apps require Google Apps
- ▶ Offline Access is Problematic
- ▶ Support is likely offshore
- ▶ LoB (Line of Business) Apps are Biggest Obstacle
 - ▶ Quickbooks, SAP, SQL, 1000s of Others
 - ▶ Joe's App
- ▶ Requires you to maintain your local infrastructure

Qualifying a VDI Opportunity

Technical Contact (IT Manager/Director)



▶ Qualifying Questions

▶ 1 What are your user-based needs/issues?

- Describe your present security policy?
- What method are you using to lock down your user environments?
- How are remote users/offices being managed?
- How are you dealing with users who want to use their own devices?
- How much of your time is spent on break/fix items versus strategic initiatives?
- It's estimated that 70%+ of IT dollars is spent in desk-side support. Is that consistent with your support load?

▶ 2 How are you presently budgeting for IT?

- What version of Office are you on? Do you have consistent versions across your user base?
- Do you have a mix of desktop operating systems, i.e., XP, Vista, Win7?
- How are you dealing with controlling costs while keeping up with tech?

▶ 3 System needs/issues?

- Describe your system scaling needs/concerns?
- Single points of failure – how are they impacting productivity?
- General system performance – is it getting in the way of doing business?
- What's keeping you up at night?

Qualifying a VDI Opportunity

C-Level Exec (CEO, CFO, CIO, COO)



► Qualifying Questions

► 1 How does technology play into your larger strategic plan?

- Do you anticipate a greater need for mobile users?
- How are you dealing with users who want to use their own devices?
- How has technology either helped you strategically, or become an impediment to growth?
- What do you anticipate over the next 12 to 36 months that will place a larger significance on your technology plan?
- Describe your system scaling needs/concerns?

► 2 How are you presently budgeting for IT?

- What are you budgeting for technology refresh projects over the next year?
- How are you dealing with controlling costs while keeping up with tech?
- Is an operating expense more desirable than a capital expense?
- Are you satisfied with the size of your IT budget as a percentage of your overall budget?
- Is there currently a lot of demand from your organization to add IT support staff?
- Is your current IT support staff sized correctly to meet your business needs?

► 3 System needs/issues?

- Do you have a disaster recovery plan? If so, are you confident it will perform in a crises scenario? When was the last time it was tested?
- What's the impact on your business if you had a significant loss of data?
- Are you comfortable with the security of your intellectual property and other critical data?
- General system performance – is it getting in the way of doing business?

Where are We Winning?



- Companies with multiple locations and/or remote users – Sale Rep Groups, Financial management, Manufacturing
 - Management
 - Control
 - Scalability
 - Security

- Companies with complex system integration needs – Distribution/Logistics
 - Cost to deploy and manage
 - Need for senior engineering talent
 - Uptime demands

- Compliance needs – Legal, Manufacturing, Healthcare
 - Data retention
 - Data security – audit trail
 - Penetration testing/detection

Case Study 1 – ACR Supply



Client-articulated Goals:

- Secure our data!
- Address single points of failure
- Unify the experience
- Sanitize the system
- Tear down the limitations
- Get us out of the IT business

Client Stats:

Name: ACR Supply
HQ: Raleigh, NC
ERP: Infor FACTS
Locations: 11
Users: 80 – 90
Status: Growing quickly

MRR: \$12,000

Problems Solved?



Solutions Delivered:

- Security – all FACTS, email and document data now resides on RAID5 SAN
- DR/BC – all systems have redundancies
- A singular desktop experience regardless of platform
- Content filtering, pen monitoring and comprehensive A/V
- Solution is fully scalable
- Troy and his team can now focus on their business



"So we ran the numbers five years out and in every case the Matrix option was best!"

Troy Meachum
President, ACR Supply

Case Study 2 – Payroll Systems



Client-articulated Goals:

1. We need to grow fast!
2. Our data is very sensitive!
3. How do we manage this?

Client Stats

Name: Payroll Systems
HQ: Walnut Creek, CA
Industry: Specialty Acctg
Status: Extreme growth
Initiative: Franchise mgmnt

MRR: \$23,000

Problems Solved?



Native 256 bit encryption for compliance demands



Highly scalable cloud environment creation built on proven Citrix technology

...scalable...



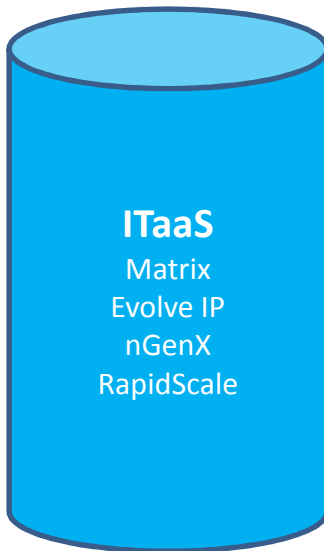
Fast, simple & intuitive management allows client's admin to add users & groups quickly



"We are now able to roll out our solution securely to thousands of users nationwide with minimal management overhead"

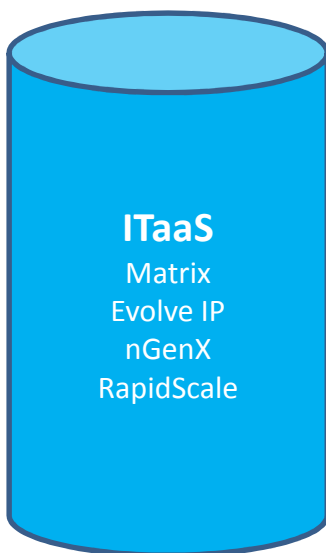
John Bogert, IT Director
Payroll Systems

ITaaS – Identifying Opportunities



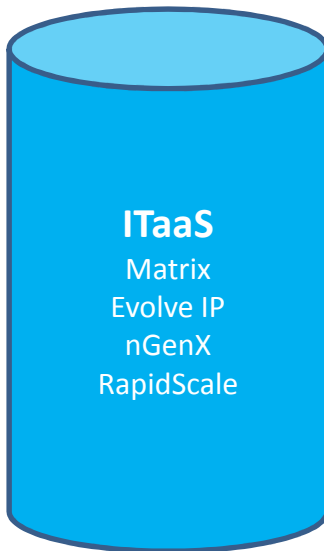
- **Target Customers**
 - Limited IT resources
 - Considering technology refresh
 - Migrating from 2003 to 2010
 - Migrating from XP to Windows 7
 - LoB Apps have previously prevented Cloud consideration
 - More servers the better
 - Multi-site customers

Solving Business Problems – PC Refresh



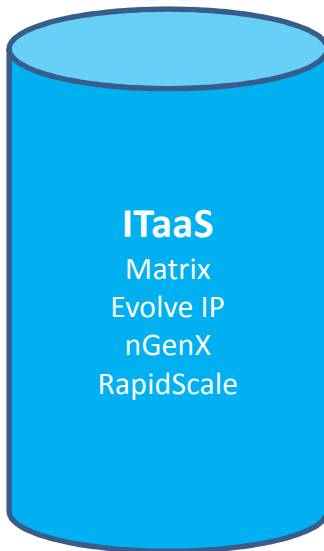
- **Business Problem:** PCs are old and need replacing, but budget is not allowing it.
- **Business Solution:** VDI enables us to extend life of old PCs while still providing the OS and App upgrade the customer is looking for.
 - PCs can be stripped down to become a “thin-client” with a more robust processor and HDD.
 - PCs can be locked down to prevent user-installed software from creating havoc.
 - Upgrades to Windows 7 & Office 2010 included.

Solving Business Problems – Limited Staff



- **Business Problem:** One-man IT shop for 70-person firm has zero time to focus on strategic initiatives...time monopolized by break/fix & desk-side support.
- **Business Solution:** ITaaS removes the burden of break/fix & desk-side support from in-house IT.
 - 7 x 24 Helpdesk that can remotely control a user's workstation
 - Restricting environment to "golden images" reduce user-induced failures.
 - User images can be wiped and rebuilt in seconds.

Solving Business Problems - BYoD



- **Business Problem:** Users are wanting to utilize their personal laptops as their primary computing devices. Allowing this is creating huge IT support issues and introducing big data security concerns.
- **Business Solution:** ITaaS enables BYOD (Bring-your-own-device) without the risk or support issues.
 - IT can configure the approved corporate PC “image” and push that desktop to ANY device the user wants to use.
 - Rules set that user is responsible for their own hardware, and company is only responsible for the virtual desktop.
 - Data security is dramatically strengthened by ability to wipe user access remotely.
 - New user deployments can happen in minutes.

Understanding the TCO Implications



- **Hardware**
 - Computers
 - Servers
 - Storage
 - Data Backup
 - UPS
- **Software**
 - User Licenses
 - Server Licenses
 - User/Server CALs
 - Backup Software
- **Maintenance**
 - Hardware
 - Software
- **Power Consumption**

TCO Elements - Hardware



- “If you knew nothing about us or our Cloud solutions, you’d most likely do what over the next 3 to 5 years?”
 - Hardware refresh? (true even if they bought new hardware yesterday)
 - # of PCs, MACs, Servers
 - Type of Firewall
 - Storage
 - Backup



TCO Elements - Software



- “If you knew nothing about us”
 - Windows OS update? (XP, Vista, 7)
 - Office Professional (most common)
 - Server Software (per server)
 - Server CALS (per user)
 - Exchange Server Software
 - Exchange CALS
 - Antivirus (i.e., Norton, McAfee...per user)
 - Software Assurance & Maintenance

TCO Elements - Utilities



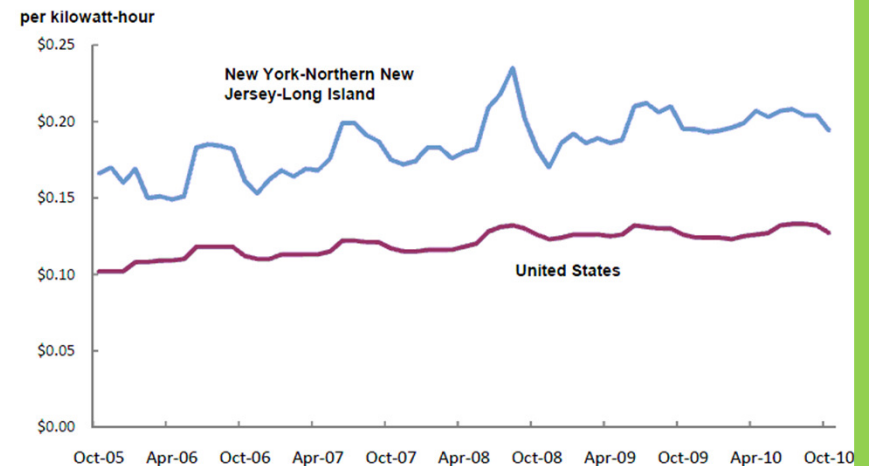
- What's a kWh? (kilowatt hour)
 - 1,000 watts for 1 hour = 1 kWh
 - Example: 100 watt Light Bulb left on for a full month
 - 24 hours x 30 days = 720 hours
 - $100 \times 720 / 1000 = 72$ kWh

Average price for a kWh?

- US Average: \$0.127 per kWh
- NY Area Average: \$0.194 per kWh

“Over the last five years, New York prices have generally stayed 40 percent or more above the national level. - US Department of Labor (Nov 2010)

Chart 1. Average prices for electricity, New York-Northern New Jersey and the United States, Oct. 2005 - Oct. 2010



TCO Elements – Utilities (cont)



- How many kWh per device?
 - Server – 187 kWh
 - Desktop PC – 80 kWh
 - Laptop – 35 kWh
 - Thin Client – 5 kWh
 - Room Air Conditioner – 280 kWh
 - PBX – 187 kWh
- “I don’t pay for power, its part of our lease.”
 - Really?
 - Prove the Cloud reduces your power by X, then renegotiate your lease.

TCO Elements – Labor



- Know your audience
 - Tread Carefully!



TCO Elements – Labor



- Average IT Staffing Costs

- Consider the fully-burdened labor costs
 - Payroll tax, Workmen’s Comp, Retirement Contribution, Vacation, Unemployment Insurance, Health Insurance
 - Salary + 35% = Fully Loaded Labor Costs (average)
- The median expected salary for a typical IT Manager in the United States is \$107,349. (www.salary.com) (\$165,152 loaded)
 - In New York, the average is \$126,886 (\$195,178)
 - In Boston, the average is \$120,898 (\$185,996)
 - In Phoenix, the average is \$106,028 (\$163,120)
- The median expected salary for a typical Help Desk Support Tech is \$42,691
 - In New York, the average is \$53,770 (\$82,723)
 - In Boston, the average is \$51,232 (\$78,818)
 - In Phoenix, the average is \$44,979 ((69,198)

- Outsourced IT Support

- “current benchmarked prices for full desktop support range from \$54 to \$70 a month, per desktop...” – www.cio.com August 2009
- “85 percent of companies plan to increase or maintain their spending with Outsourced IT support providers.” – Gartner, 2010

- Attracting and Retaining IT Talent is EXPENSIVE!

- Certify your IT Staff so that you can then lose them

TCO Elements – The Unpredictables



- How much does a lost or stolen laptop cost?
 - \$49,246 – Ponemon/Intel Study, April 2009
 - Laptop replacement cost: \$1,582
 - Detection & escalation cost: \$262
 - Forensics & investigation cost: \$814
 - Data breach cost: \$39,297
 - Intellectual property loss: \$5,871
 - Lost productivity cost: \$283
 - Other legal and regulatory costs: \$1,117
- How much does a computer virus infection cost?
 - \$5,000 per incident at minimum
 - Assumes only 10 machines affected
 - Great Online Calculator
 - <http://www.gordano.com/kb.htm?q=1888>

TCO Elements - The Unpredictable's

- What is the Cost of Downtime?

–The Downtime Calculator



www.intelisys.com

TCO Elements - The Tool

- What is your True TCO?

–The TCO Calculator



www.intelisys.com

TCO Selling - Summary



- Will completely separate you from the competition
- Done right, removes all the mystery
- The “Hard Close” becomes “Assumptive”
 - A natural progression to sequence of events
- Takes practice and leadership
 - Don’t short-cut it
 - Trust the process

TCO Selling – The Immeasurables



- Vendor Management
- Deskside Support
- Loss of Productivity
- Lack of Strategic Focus
- Loss of Competitive Edge

Why is Cloud a C-level sale?



- It's a business decision more than a technical decision
- Significant opportunity for business process improvement
- May present opportunities for staff and resources realignment
- Is a TCO sale that requires strategic forward thinking

Why the C-level Suite Cares



- CEO
 - Interested in gaining strategic business advantage, remaining nimble.
- CFO
 - Avoiding dead-money expense
 - Reducing TCO
- COO
 - Improving business process
- CIO
 - Refocusing IT on Strategic Priorities



Getting the C-level Meeting



- C-Level Referrals are most effective
 - Don't hesitate to ask
 - Who do YOU know?
 - Who do THEY know?
- Leverage their competitors
 - "I'm working with ABC Co to determine how the Cloud can strategically help their business...I'm available to do the same with you."
 - CEOs know their competition and are looking for advantage
- Don't fall into the Technology Trap
 - Explaining the tech details will likely backfire
 - CEO/CFO/COO will ignore what they don't understand
 - CEO/CFO/COO understand business, strategy & finance

Handling Objections

“Suppose for a Moment...”



- Step 1: Find the Objection & Take Temperature of the Prospect
 - Probe with a Trial Close
 - Expose Objection
 - Test/Validate the Objection by Restating the Expressed Concern/Issue
- Step 2: Convert Objection into a Question
 - “Suppose for a moment, X was not a concern, then in your opinion...”
- Step 3: Answer Question with a Benefit Statement
 - Probe with a Trial Close

Handling Objections



- **L**isten
- **A**cknowledge
- **E**xplore
- **R**espond
 - Feel, Felt, Found

Objection: Price



- **Objection: Cloud is too expensive. I can run this cheaper in-house.**
- **Listen:**
- **Acknowledge:** So I understand your concerned Cloud may be too expensive and that running it/owning it yourself would be more affordable. Did I hear you correctly?
- **Explore:**
 - Are you more concerned about potential upfront, capex items, or about the ongoing operational costs?
 - Are you under a lot of pressure to reduce expenses?
 - Have you previously performed any detailed TCO analysis to determine your costs over the next few years?
- **Respond:** I understand you FEEL cloud may be adding too much costs, many of my customers also FELT that way when they first considered our Cloud service, but what they FOUND was that after we built a thorough forward-looking TCO model that the true costs of Cloud were actually lower and the service delivery and flexibility were huge improvements. I'm not sure our TCO model would prove out the same for you, but I'm happy to go through that process with you and find out.



Objection: Security



- **Objection: My data is too critical. I can't trust the security of the Cloud.**
- **Listen:**
- **Acknowledge:** So I understand your concerned Cloud may not be secure and that your data may be at risk if you housed all your data in a Cloud environment. Did I hear you correctly?
- **Explore:**
 - What have you heard about security issues in the cloud?
 - Have you experienced any security breaches in the past?
 - What's the potential impact on your business if you had a serious data security breach?
 - Do you feel you are sufficiently protected from data security breaches today?
- **Respond:** I understand you FEEL Cloud may have security issues, that's a very fair concern and a real problem with many Cloud providers. In fact, many of my customers also FELT that way when they first moved to our Cloud service, but what they FOUND was there is a big difference between public, multi-tenant cloud offers and dedicated private cloud solutions. That's exactly what we do...it completely locks down your private data and actually gives you a far more secure environment than what you likely even have today.



Objection: Reliability



- **Objection:** I'm concerned with the Reliability of the Cloud....I've heard bad things.
- **Listen:**
- **Acknowledge:** So I understand you've heard that the reliability of the cloud may not be very good? Is that correct?
- **Explore:**
 - Can you tell me more about what you've heard?
 - Have you ever experienced that kind of poor reliability yourself?
 - What's the impact on your business if you suffer reliability issues?
 - Could you tolerate a few hours of downtime or is that a non-negotiable for you?
- **Respond:** I understand you FEEL Cloud may have reliability issues, that's a very fair concern and a real problem with many Cloud providers. In fact, many of my customers also FELT that way when they first moved to our Cloud service, but what they FOUND was there is a big difference between public, multi-tenant cloud offers and dedicated private cloud solutions. That's exactly what we do...it completely solves the issues around reliability so you can rest easier.



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Objection: Loss of Control



- **Objection:** I'm not sure I'm ready to move our technology to the Cloud. Its too important to our business and I can't afford to lose control of it.
- **Listen:**
- **Acknowledge:** So am I hearing you correctly that you feel moving to a Cloud solution would result in you having less control over your technology?
- **Explore:**
 - What specifically do you want to be able to control yourself?
 - Do you currently outsource other parts of your business? What has that experience been like?
- **Respond:** I completely understand how you may feel a move to the Cloud may result in you having less control. Many of my customers, especially IT managers, felt the same way. Ironically, what they found was that moving to our Cloud solution actually gave them more control than they ever had before. More control to build new users, move users, restrict users, back-up data, deliver apps, support mobility, etc. If having control is a priority for you, I think you'll find this will give you far more control than what you have today.



Objection: Ain't Broke...



- **Objection:** I don't see a compelling need to move to the cloud. What we got is working.
- **Listen:**
- **Acknowledge:** So am I hearing you correctly that your current IT systems, processes, and technologies are working satisfactorily...no real need for improvement...not worth investing in a cloud strategy?
- **Explore:**
 - Do you feel your current IT strategy is more trustworthy than a cloud strategy?
 - Are you concerned that a cloud strategy may introduce too much risk?
 - What components of your IT strategy might make more sense being in the cloud?
 - How are your employees already utilizing cloud technologies apart from your corporate IT strategy?
 - How would a cloud strategy free you up to focus on more strategic initiatives?
- **Respond:** I understand your resistance to moving to the cloud if everything seems to be working. Many of our customers struggled with this same perception. However, our customers found that leveraging all the cloud has to offer doesn't have to require a "leap of faith". In fact, company owners and managers are finding their employees are already purchasing cloud services on their own, complicating the ability to support users. So, your main concern may actually be "Which cloud services provider can I trust?" This is where we can help you."



Objections
Effective Responses

Can't Overcome an Objection?



■ Objection: Something you can't overcome

- You've listened
- You've validated that it's a real objection
- You don't have a good answer
- "Then the question is, does it make sense to move forward with our solution in order to ...(list the top 2 to 3 benefits) in spite of the fact that we can't do X?"



Key Objectives – How'd We Do?



- Virtualization & Cloud Computing
 - What is it and why should I care?
- Frame the VDI Discussion
 - Common Language & Definitions
 - Understand the Different VDI Models
 - Not all VDI is created equal
- IOSP – Identifying Opportunities & Solving Problems
 - We Make Money by Solving Problems
- The C-Level Conversation
 - Avoid the Traps
 - Beating the FUD
- There Will Be a Test 😊

Questions?

- Questions
 - Feedback
 - Where Can We Help You?
-
- **THANK YOU!**

