

Amping Up Cloud Sales

How to do the Cloud Rain Dance

Mark S.A. Smith

Outsource Channel Executives, Inc.

Mark.Smith@OCEinc.com

What is Cloud Computing...?

Moving from IT

systems-centric information technology

Any time, any place, any device business access

No longer a one-to-one relationships

between a deployed application and a specific hardware platform or even a specific location

Virtualization taken to the highest order.

Some of What's in the Cloud...

Web conferencing and/or collaboration services

Storage and backup services

Security services

Data center services (co-location/hosting)

WAN Management/optimization

Enterprise-class email services.

Remote management of PC's, servers, or network infrastructure

Remote backup/disaster recovery

Network services

Mobility services

Telecom/voice services

Contact center/IVR services.

Key Attitudes to Selling Cloud Computing...

You sell cloud by talking about business outcomes instead of IT solutions.

You sell cloud by talking about business transformation instead of IT components.

You sell cloud by talking about a disruptive technology that customers may not understand clearly.

You sell and deliver intangibles versus tangibles.

You sell recurring billing instead of a single invoice.

You sell sell OpEx not CapEx.

Cloud's Big CIO Shift

Does CIO now stand for Career Is Over?

Or Change In Orientation?

Cloud's Big Reseller Shift

In a cloud world, projects shrink and require fewer people and fewer billable hours

Instead, sell fixed-cost on-going business

process consulting.

Why do Executives Love Cloud?

Fundamental Executive Attitude Shift:

Outsource as much of IT as possible to

Gain speed

Reduce cost

Increase efficiency.

Cloud Value Propositions...

Rapidly deploy business functions

without needing to know how and where
Only pay for what you use, not for what you might need.

All the IT you can eat,
when you want it, without technical knowledge,
and without hassle

You don't have to:

Design it

Buy hardware

Buy software

Install it

Configure it

Power it

Cool it

Manage it

Secure it

Back it up

Keep it running

Upgrade it

Just use it!

Uncover hidden IT costs

Track usage levels

Add new value

More up time

Disaster recovery

Business continuity

Mobility

Additional servers and storage on-demand.

The Business Opportunity

SMB is poised to become the profitable sector for selling cloud services

Focus on revenue enhancement and growth projects

Help customers bridge the gap from traditional IT to cloud-based IT

Lead customers to see the value of cloud.

Where to Find Opportunity Now

Rapidly growing companies

Mergers and consolidation

Changes in top management

Multiple locations

Under financial pressure.

Cloud Friendly Customer

Scenarios...

Physical limits to data center expansion

Reluctance to invest in IT capital

infrastructure

Demand for 24x7 99.999% uptime

Slow IT department adoption of new technologies (iPhones, iPads, Android, etc.).

Disaster recovery

Business continuity planning

End-user productivity applications

Collaboration

SharePoint, Exchange.

Cloud Unfriendly Customer Scenarios

Highly-sensitive data in the cloud

Beware of off-shore

Specific hardware requirements

Some high-performance computing applications

Mission-critical and life-support functions.

Starting the Cloud Discussion

CEO or Business Exec

"You know how every time you ask your IT department for something, they say, 'I'll have to get back to you on that'?"

"Well, I want to share with you an IT strategy that lets you migrate from computer-centric IT to services-centric business systems."

"And the result is, my clients have a substantially more efficient IT and business operation, with faster technology rollouts, better reliability, and better service to their customers, resulting in more profits and growth."

CFO

"I have a plan that can save your company \$125,000 in IT expenses over the next six months and I need for you to check my math."

"Our customers ask our company to help them decrease their monthly IT costs while still improving their performance. Would you like to learn a little about the kind of results that we get?"

"You know that cloud computing infrastructure is gaining popularity, and there are lots of good reasons why. So you know that it's just a matter of time before you'll bring them into your shop."

"What if I could show you how to evolve your shop toward cloud infrastructure, and it wouldn't cost you anything more than what you're spending for IT, in fact, it may cost less."

"And what if you could increase your up time? And what if you could remotely administer everything securely? What would that mean to you and your operation?"

Smart Cloud Questions

“What is holding you back from achieving your IT goals and the business systems goals of your executives?”

“How do you plan and budget for expansion of your computing infrastructure? How would you like that to change?”

“Are increasingly expert skills required to keep your systems running optimally? Do you find keeping skilled resources difficult?”

Discussing Cloud Pricing...

What's their sensitivity to CapEx and OpEx?

- OpEx is good for private companies
- OpEx may be good for GovEd
- OpEx is bad for public companies.

What's their outlook?

- Up a lot
- Up a little
- Down
- Not sure

What's their cash flow situation?

- Stable
- Unstable
- Needs to be improved

What's their budget?

- Include other department budgets

What's on their need list?

What's on their want list?

What's the value of what you're delivering...?

Improved business performance

- Increased sales
- Faster service delivery
- More efficient staff

More business agility

- More competitive
- New business direction
- New geography

More financial agility

- Better cash flow
- Decreased costs

Now Your Ready to Talk Price

Instead of a price sheet, develop an engagement model

Value-based fee structure

Most likely a monthly fee plus a per-user fee plus options.

How to Speed Up the Deal...

Financial urgency

What's the cost of things remaining as they are?

What's the value of moving forward?

Look at monthly cash flow savings.

Don't offer a pilot

- Offer a guarantee

Peer-to-peer discussions

- Business savvy staff

Sell to internal deadlines.

When do you want this in place?

When do you want to start?

When do your people need to be trained?

What to Do Next

Choose three ideas to implement immediately

Choose to work with Ingram Micro Services

Watch your business grow!

What's the Best Idea You've Gotten from this Session?

Think about it

Write it down

What is it worth to you?

Pledge to act on it immediately

Mark.Smith@OCEinc.com