



5 WAYS TO INCREASE SALES OF BUSINESS CONTINUITY SOLUTIONS

Demand for business continuity solutions is rising – and that's a major opportunity for the value added reseller community. But growing demand doesn't always translate to fast and easy sales, especially when you're selling to customers in the small to mid-sized business (SMB) community. The latest research shows that a handful of obstacles often stand in the way of reseller efforts to close deals for backup, recovery and other continuity-related software and services. Here are five tips to help you overcome those barriers and increase sales to SMBs:

1 Be clear on the definition of 'business continuity'

A recent Spiceworks survey of 78 channel partners revealed that while demand for continuity solutions is on the rise, it can mean very different things to different people – including customers¹. That's why it's important to be ready with a clear definition and comprehensive solution.

At Carbonite, 'business continuity' refers to three main categories of products and services: protection, recovery and contingency. *Protection* includes products that let customers know their data is safe. This includes continuous data protection, hot/live backup and data archiving capabilities. *Recovery* encompasses products that get customers back on track after a disaster. Capabilities in this category include bare metal restore and granular restoration. *Contingency* refers to products and services that assure customers their business will be operational no matter what happens. This includes things like courier delivery services to speed up recovery and hybrid backup for redundancy.

¹ Spiceworks Voice of IT survey, October 2014

2 Educate customers on the impact of business continuity

Even if a customer is clear on the definition of business continuity, there's a good chance they're unaware of just how important it is to their bottom line. That's why the most effective sellers of business continuity solutions take the time to talk with prospective customers about the consequences of failing to have a solid strategy in place. Some of the most effective tools for selling business continuity solutions include educating prospects about the impact of data loss; compliance and regulatory requirements; security threats; and productivity and financial loss due to crashed networks and servers. Carbonite Partners have access to educational materials and marketing resources that can help them open a dialogue with customers about the financial impact of data loss and the need for continuity solutions.

3 Create a comprehensive bundle that includes services

Spiceworks found that the top components of a comprehensive business continuity bundle are backup, cloud storage, virtualization, failover and archiving. As part of that package, resellers should consider adding value by offering services. Options include helping customers create a solid business continuity plan, running test data restores, and checking to ensure failover is working. Carbonite's powerful yet simple cloud and hybrid backup solutions are the perfect centerpiece for a business continuity bundle designed for SMBs.

4 Give the customers what they need

In a recent IDC survey of SMBs, 35% of respondents plan to deploy business continuity solutions in the next 12-24 months and 81% are considering improvements to their current approach². While this presents a great opportunity, remember that many SMBs have been burned countless times by investing in enterprise-level products that have been "modified" to meet their needs. These products often leave the SMB with a partial solution that still requires advanced IT resources to implement and maintain. Like larger enterprises, SMBs want solutions that cost-effectively maximize business value, but they have fewer resources available to them. One way to address this need is to offer solutions like Carbonite Server Backup, which is purpose-built to meet the needs of the SMB market.

² IDC Business Continuity survey, January 2015

5 Choose the right solution provider and business partner

Resellers need a partner they can count on to help them deliver the business continuity solutions that SMBs need. Budgetary concerns, a lack of comprehensive solutions, negative experiences with ineffective tools and concerns about reliability are just some of the challenges SMBs and resellers face. Carbonite addresses these issues by offering powerful yet simple business continuity solutions designed specifically for SMBs.

The Carbonite Partner Program gives you the tools to deliver the most comprehensive experience to your customer base. As a Carbonite Partner, you'll get access to powerful solutions that are easily bundled and deployed. Carbonite Partners also benefit from innovative marketing programs, initiative-based market development funds, and a state-of-the-art partner portal that's full of helpful resources.

The result? Carbonite Partners have the tools needed to grow, thrive and capitalize on the need for increasing business continuity solutions.

Learn about the benefits of becoming a
Carbonite Partner at carbonite.com/partners.