

Tech Data Cloud Backup on Azure

Sales Battle Card

Elevator pitch

Tech Data Cloud Backup offers your customers a simple and reliable backup service that offers protection, scalability, 99.9% availability with low operational costs.

Value Statement

Digital transformation is driving an ever increasing demand for economical, secure and effective data storage with organisation large and small. As cloud storage is set to take over traditional storage systems, organisations are turning to their trusted advisors to enable safe backup of business-critical information. Tech Data Cloud offers you instant Azure Backup.

The cloud storage market is estimated to grow from USD 23.76 Billion in 2016 to USD 74.94 Billion by 2021, at a CAGR of 25.8 % from 2016 to 2021.*

*Source MarketsandMarkets research

Qualifying Questions to discover End Customer pain points

How do your customers make sure their company data is always protected wherever they are?

Do they worry about long-term data retention and recovery?

How do they manage data regulatory compliance and insurance?

Have you ever had to reduce or extend your storage space to accommodate their data?

Key Differentiators

End User customers

Cost effective – A monthly cost is more predictable and helps operational costs to stay low.

99.9% availability – Customers want the flexibility of having one cloud solution to backup all data wherever located on-premise or in the cloud.

Peace of mind – Your data stay safe and encrypted. Azure Backup will securely keep three copies of your data in one datacentre and optionally at an additional remote datacentre.

Future proofs your business – Capacity can grow in-line with your needs and only pay for incremental storage space with unlimited scaling, as well as unlimited data transfer.

Tech Data serve, support and work with over 15,000 cloud partners.

Partners

Only Tech Data makes Microsoft Azure easy.

Easy to buy – three ways to buy;

- Pre-configured 'click to run' solutions
- Configure your own
- A managed solution

Easy to sell – Starting with Azure Backup makes it easier to grow Azure with your customer, create additional revenue and a long term relationship.

Easy to control – Tech Data Cloud Backup on Azure runs on proven and secure Microsoft technology, with multiple copies of your customer's data stored across multiple locations.

Easy to manage – Access the management portal from anywhere at any time. As a Microsoft CSP partner, Tech Data provide you with an overview of Azure consumption and analytics on its StreamOne, Cloud Store Platform.

Easy to deploy – We have the know-how. Our centres of excellence provide Azure experts in the field to support and train our partners. Tech Data help you reach Cloud Mastery with a range of Cloud enablement activities.



Customer objection handling

Q&A

1. We're concerned about storing and running our data in the cloud

Response

Moving your storage to the Cloud is a strategic decision for continued growth. More than 95 percent of businesses are running applications or using cloud storage, according to a 2017 poll by RightScale.

Over the last few years, research has constantly shown that you only need one major loss event to potentially end your business operations.

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2. We're concerned about the cost of storing our data in the cloud

Response

Storing your data with Tech Data Cloud on Azure Backup is the most cost effective way to keep your operational cost low. Once fully deployed, customers only pay for actual use. Services are expanded with a few clicks and usage can continuously be monitored to control (pay-per-use) costs.

3. How can I centrally monitor and report on my consumption?

Response

Only Tech Data allow you to set usage limits and automatically notify you once usage thresholds have been reached. As a Microsoft CSP partner, Tech Data's Cloud Store platform provides you with an overview of Azure consumption and analytics.

Next steps



Access – sign up to Microsoft Cloud Solutions Provider (CSP) program with Tech Data and gain access to our unique cloud products and solutions



Power – leverage StreamOne to easily provision and bill cloud to your customers, owning the relationship without having to invest in cloud infrastructure



Master – use Tech Data learning materials to train your commercial and technical resources up to sell Azure cloud based solutions

For further information please contact your Microsoft specialist:

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Further Resources

Tech Data Cloud Backup Sales leaflet

Tech Data Cloud Backup How to Order

Tech Data Azure Backup Storage Step-by-Step guide

