

TECHNOLOGY WHEEL CONVERSATIONS

Position new categories and
maximize growth



Technology Wheel conversations

START WITH THESE QUESTIONS TO SET IT UP:

“What technology categories are you exploring to boost productivity, manage change, and/or address risks within your organization?”

“How do these areas align with your key business objectives and contribute to your overall strategy?”
Or, simply just ask “why?”

Refer to the questions on the next page for each of the eight Technology Wheel categories

THE TECHNOLOGY WHEEL



CONNECTIVITY & SD-WAN

How well does your current network infrastructure support your business needs?

What connectivity challenges are affecting your operations, if any?

What are your top priorities for network reliability and performance?

MOBILITY & IOT

How do you prefer to manage sales calls and communication with your sales teams' mobile devices?

How do you manage your remote workforce and device challenges ?

What changes would you like to put into your mobility platform?

How important is data-driven decision-making in your organization?

How can IoT drive your business success and growth?

CUSTOMER EXPERIENCE (CX)

What (methods) do you currently use for both internal and external communication?

How would you like to improve or enhance your customer experience overall?

How do you currently measure and assess customer satisfaction?

How is customer satisfaction impacted due to the complexity of maintaining multiple vendors and applications?

SOFTWARE AS A SERVICE

How do you procure your licenses today? What challenges do you face in your current software license procurement process?

How do you currently manage users and permissions across your SaaS applications?

What solutions do you use to backup your Microsoft 365 and Google Workspace emails?

What software applications are critical to your daily operations and overall business success?

CLOUD INFRASTRUCTURE

What is your cloud strategy?

What challenges do you face when migrating or storing your data in the cloud?

What are your plans for scaling or securing mission-critical workloads?

SECURITY

What are the results of your most recent security assessment?

What specific challenges or gaps do you currently face in your security measures?

What compliance or regulatory issues are you dealing with today?

What is your current cybersecurity plan/strategy in place today to protect your customers?

MANAGED SERVICES

How does your staff engage with customers today and what limitations do you encounter?

How could an external perspective augment or complement the capabilities of your current staff?

How do you envision improving customer experience using your existing staff resources?

ENERGY

How has your business reacted to the significant uptick in energy expenses from previous years?

How would a cost-effective energy solution that could free up funds for other key projects interest you?

What steps are you considering to enhance your energy solutions?

How do you address energy needs?

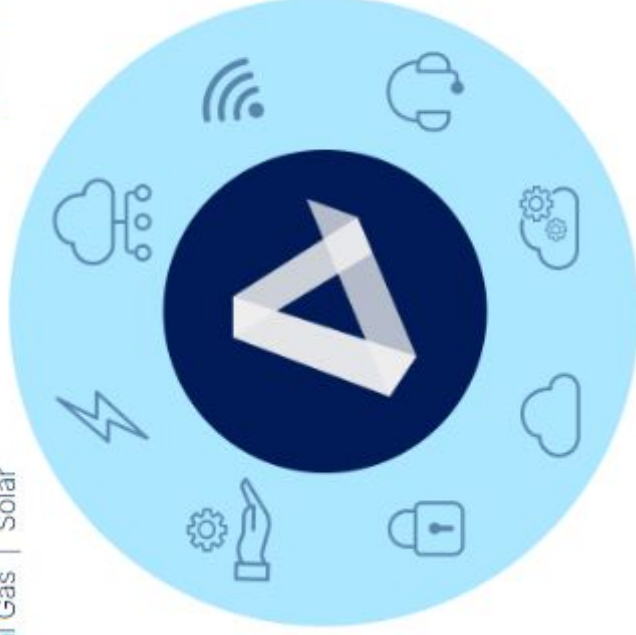


ENERGY

EV Charging | Water & Waste
Electricity | Natural Gas | Solar

CONNECTIVITY & SD-WAN/SASE

Fiber | Cable | Wireless | Satellite | TEM



MANAGED SERVICES

NOC | SOC | Professional Services
SmartSupport | Asset Management

MOBILITY & IoT

Wireless Services | Internet of Things (IoT)
Managed Mobility | Expense Management (WEM)

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security | SASE

CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS
Analytics | Artificial Intelligence (AI)

CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

Microsoft | Google | ERP | CRM | Productivity | Business
Applications | IT Management | BI



MANAGE CHANGE

What changes have you experienced in your business recently?
 How have these changes impacted your day-to-day operations/overall business performance?
 What factors or drivers are motivating you to consider making changes?
 What market pressures or external factors are driving the need for change (in your industry)?
 What aspects of your business do you see changing?
 Where do you see opportunities for investment and business expansion?
 What are the anticipated business outcomes or results following these changes?
 How are you actively gathering and understanding your customers' needs and preferences?
 How are you preparing for upcoming changes in regulations/compliance requirements?
 How has the recent (current event specific to industry) impacted your business strategies?

IMPROVE PRODUCTIVITY

Tell me about any areas where you may see inefficiencies within your work processes?
 Where have you made changes or improvements in the past?
 What were the specific outcomes or impacts observed from those changes/improvements?
 What are some of the business result improvements you would prioritize for the next 18 months?
 How will you achieve these results?
 What tools/resources would significantly enhance your employees ability to improve workflow?
 What challenges currently impede productivity with your current workflow, if any?
 How would you like to improve the end user experience? (employee, customer, partner)

MINIMIZE RISK

What is your overall plan for risk management?
 What are the greatest risks for your business? How do you address them?
 How do you ward off potential security threats?
 Tell me about your disaster recovery plan if your system is out for any length of time?
 What is the impact to your business if your system goes down?
 How can poor network performance negatively impact your business?
 Tell me about your specific plans to handle the unexpected interruptions?
 Who manages your network infrastructure and ensures its reliability?
 What is your contingency or backup plan if they are out or leave the company?

MAINTAIN A COMPETITIVE ADVANTAGE

What has made your business successful? What sets you apart?
 Tell me about your competitors and the competitive landscape?
 How do you differentiate yourself from your competitors? What is your value proposition?
 How are your competitors leveraging technology to gain a competitive advantage?
 Tell me about your top customers. What distinguishes them and how do they help you?
 What strategies are you currently implementing/using to gain more market share?
 What are your key considerations/approaches when entering a new market?

GENERAL BUSINESS QUESTIONS

What upcoming initiatives do you have?
 How would you prioritize and rank them in order of importance?
 What is your decision making process when evaluating/selecting initiatives or projects?
 What is your purchasing criteria when making decisions?
 What factors are most important to you when selecting a vendor/business partner?
 What were you hoping to get out of this meeting? What were your goals/expectations?
 What specific enhancements would you like to see within your organization/department?



MS365 and SaaS positioning questions

MS(Microsoft) 365

What are you currently using for email today?

How are you using Microsoft Office 365 and/or Google Workspace?

What is your current email solution not doing for you, if anything?

How do you procure your licenses today?

When was the last time you checked your mail licensing features to make sure it aligns with your needs and maximizes subscription benefits?

What mail backup solution are you leveraging?

What challenges are you currently experiencing?

What changes would you like to make, if any? And, why?

SaaS

How could procuring many of your software licenses at the same cost for additional support and features benefit you? [Welcome to AppDirect]

How are you communicating and collaborating today (Internally, with customers, and vendors)?

What would you like to improve the way you are communicating, if at all?

What software applications are currently integral to your business operational success?

What other cloud software like DocuSign, Salesforce, Adobe, or Quickbooks Online are you using?



BACKUP FOR MAIL (Veeam for MS365)

What is your current backup strategy for your mail (Microsoft and/or Google)?

When does your contract end?

How familiar are you with Microsoft and Google's shared responsibility model (i.e., Microsoft and Google do not backup your data)?

AUTOMATE & OPTIMIZE AWS, AZURE AND GCP CLOUD INFRASTRUCTURE (Spot by NetApp)

What is your current average monthly spend in the public cloud?

When was your last cost optimization exercise?

What systems are in place to identify and fit data with the correct workload or instance type?

What would some level of Cost Allocation Automation have to your Public Cloud Spend?

How appealing is a zero-risk cost / DevOps optimization tool to your infrastructure leadership?

SECURE WORKFLOW AND COLLABORATION (Dropbox)

How do you currently work with large files that need to be accessed and shared from multiple devices or locations?

Tell me how you collaborate with other team members or clients on projects that involve file sharing and document collaboration?

How would a secure integrated file sync and share solution benefit you?

How are files that are shared both internally and externally protected?

What visibility and controls do you currently have today in regards to your employees sharing files?

What would you like to have that you do not today?

ENDPOINT PROTECTION, CLOUD WORKLOADS, IDENTITIES, AND DATA (CrowdStrike)

How do you protect against both malware and malware free attacks, ransomware outbreaks and identity based threats?

How many dedicated cyber security specialists do you have on staff?

What tools do you currently use to protect your organization from cybersecurity threats and how do those tools work together?

How do you know you've been breached?

How does your organization respond to and remediate breaches once they're identified?

EMAIL SECURITY, MALWARE, AND RANSOMWARE PROTECTION (Mimecast or Proofpoint)

How satisfied are you with your current email security measures?

How do you guard against phishing attacks and email fraud, including domain spoofing?

In light of the growing complexity of email threats, how do you protect sensitive information sent via email?

What policies do you have in place for handling suspicious or fraudulent emails, such as reporting them to IT or security personnel?

How do you ensure that employees are trained on email security and potential threats?



Security conversation starters

SECURITY BASICS

Annual Audit

Firewall Patching

Original Equipment Manufacturer (OEM) Support

Mail Security / Encryption / Phishing Training

Multi Factor Authentication (MFA)

Security Awareness Training

Endpoint Detection and Response (EDR)

DISCOVERY QUESTIONS

How prepared are you today for a cyber attack?

What is your plan for dealing with security issues? What is your incident response plan?

When there is a security issue, what do you do and who do you call?

What were the results of your last cybersecurity assessment?

How do you measure the effectiveness of your current security awareness training programs?

What initiatives are in place for enhancing the security awareness of your employees?

How do you manage and prioritize firewall patching within your network infrastructure?

What challenges or concerns do you face when conducting a comprehensive security audit, if any?



Managed services positioning questions

PLATFORM AND MONITORING TOOLS

What existing network monitoring tools do you currently use?

How do your monitoring tools adapt in real-time to changes in the environment, if at all?

How would you characterize the service-level visibility you have?

How do your monitoring capabilities delay the deployment of new technologies, if at all?

Tell me how your monitoring tools monitor everything in the cloud and on-premise?

Please explain how your monitoring tools are integrated to automate incident management?

How are they integrated with other IT management/support tools (ex. CMDB & ITSM)?

Tell me how what business intelligence or visualization tools you have that report out of your monitoring and ITSM tools?

NETWORK OPERATIONS CENTER (NOC)

What internal or outsourced NOC do you currently have in place?

What are the main challenges or pain points you face in managing your NOC?

What 24/7/365 monitoring tools and support or specific operational hours do you have in mind?

How would you rate your organization's ability to respond to outages?

How do you currently handle network outages today?

How efficient is your team at identifying the root cause for IT issues?

How much time does your team spend on network related outages, identifying network issues and the root cause for network and IT issues?



Energy positioning questions

How has your business reacted to the significant uptick in energy expenses from previous years?

How important are energy reduction and energy cost control solutions for your business' long-term growth?

When have you looked at ways to reduce electricity usage, water usage, and waste expenses?

What are your thoughts about exploring deregulated energy markets as a solution for controlling your energy costs?

Tell me about any sustainability/ESG goals and or objectives of your business?

How are you actively tracking and managing your business' carbon footprint, if at all?

What do you know about the available federal/state/local utility incentives and rebates to assist with the implementation of sustainability solutions?

How would you like to explore cost-effective energy solutions that could potentially generate significant savings for your business, which you could then allocate towards other critical projects or initiatives?



Copilot (MS365) and Gemini positioning questions

COPILOT

What are your current IT pain points, and how are they affecting your business?

What issues are you currently experiencing with your email or productivity tools?

How do your employees seamlessly work and collaborate from multiple devices?

How crucial is access to the latest technologies and features for your team?

What concerns you that approximately 1/3 of all cyberattacks are targeting SMBs?

What concerns do you have about data security and compliance, if any?

How do you prevent accidental leaks of confidential work and customer data?

What is your process to secure data when an employee leaves your company?

What are some of the barriers you face in adopting new capabilities? (Look for cost, skills, business risk, time, difficulty, etc.)

GEMINI

How would your company benefit if Gemini for Workspace could create documents and customer-facing assets for users in minutes instead of hours?

What enhancements would it bring to your customer support?

How would you use Gemini to boost your marketing team's creativity?

What have you explored on how Gemini can improve sales productivity?

How might it foster collaboration in your product development?

How would this AI platform elevate your overall employee experience?

