

Sales Guide

Cloud Infrastructure

DATA CENTER SOLUTIONS ARE IN DEMAND

Businesses are looking for cost-friendly and efficient solutions for their IT needs. Help your customers optimize their infrastructure strategy with the right solutions for their business.

*As much as **85% of businesses** are using two or more cloud platforms*

CUSTOMER CHALLENGES

Common challenges faced by your customers and prospects and solutions to position against them.

CHALLENGE	SOLUTION
The infrastructure market is complicated	Rely on our expertise Our experts can help companies understand the offerings and strategically select the right mix of infrastructure that will best serve their needs.
Lack of skills & resources	Extend your team Our specialists provide assistance with implementation and maintenance of cloud infrastructure and partner with specialists, consultants, and managed services as required.
Billing is complex	Simplified billing We help companies understand how cost is incurred and how to allocate those costs across their cost centers, project, or product budgets.



Top solutions to offer

PUBLIC CLOUD

Share computing resources with multiple organizations for a cost-effective and scalable solution.



CO-LOCATION

Rent space in a data center facility to house servers and other IT equipment.



PRIVATE CLOUD

Benefit from dedicated computing resources for your organization.



MANAGED SERVICES

Access support and management services to monitor, maintain, and enhance your organization's technology infrastructure and systems.



Ask the right questions

Use these conversation starters to uncover basic customer needs, assess current infrastructure solutions, and understand long-term objectives. Frame your questions using the tiered approach below to cater to different levels of expertise.

After you've assessed how your customer would benefit from Cloud solutions, your Channel Manager can connect you with a Sales Engineer to help find a solution.

01 UNDERSTANDING INFRASTRUCTURE NEEDS

- What are your infrastructure goals?
- What data do you want to keep on premise?
- What challenges, if any, have you experienced with managing your current infrastructure? (e.g., scalability, maintenance, cost)?
- What are the main obstacles you face in migrating to the public cloud? Where do you most need help?
- What industry-specific regulations or compliance mandates do you have that require a heightened level of security?

02 ASSESSING CURRENT SOLUTIONS

- Where does your data sit today? Where do you want it to sit tomorrow?
- Which provider(s) do you primarily use? If only one, have you considered that using multiple IaaS providers can help you optimize your spend?
- How much of your infrastructure spend today is in-house or with a private cloud provider (ex. Rackspace) vs public cloud? If in-house, how are you maintaining it?
- What is the cost of maintaining your existing physical infrastructure (e.g., hardware, software, and personnel)?
- When is the last time you tested your full business continuity plan?

03 UNDERSTANDING LONG-TERM OBJECTIVES

- What is your 6-12-18 month strategy for cloud?
- Do you feel that your existing IT infrastructure (servers, storage, etc.) is sufficient to meet your growth needs for the next 5 years?
- Are you planning to deploy new applications or services in the near future? What is your plan to expand your infrastructure to meet future application demands or data growth?
- How far in advance do you have to budget and account for potential growths/shrinkage in Infrastructure needs for the business?



Overcome objections

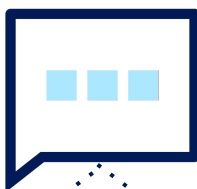
Here are some common objections and example responses that you can use to address your customer's concerns and hesitations.

"I'm happy with my current strategy."

How are your current solutions performing—are they truly thriving, or merely surviving? Let's explore how cloud solutions can only address any of your current pain points and future-proof your operations.

"There are too many options to choose from."

We have technical experts that can help you evaluate your best options against your business needs, you don't have to it alone.



"We don't have the resources to implement and maintain cloud infrastructure."

AppDirect offers professional and managed services to help companies migrate and maintain their workloads in the cloud.

"We're concerned about data privacy/security/compliance/control over cloud infrastructure"

AppDirect is partnered with leading cybersecurity software and service providers. Let's explore how cloud security works and how it can complement and enhance your existing security efforts.

"Cloud Infrastructure billing seems really complex."

AppDirect makes it easy to visualize spend and usage across infrastructure services to inform business decisions and identify cost savings.

Remember, you don't need an immediate solution for every challenge—your knowledge and insights are valuable starting points. And you can bring AppDirect's team in early to help you build trust and identify the right solutions for your clients.



Spot the ideal customer

- ✓ Companies looking to optimize overall infrastructure spend, for a forklift upgrade, or to rapidly scale their capacity
- ✓ IT teams lacking resources to understand, implement, and maintain infrastructure and speciality workloads
- ✓ Companies that require robust security measures and adherence to industry regulations
- ✓ Industries: IT & Telecom, Retail & Ecommerce, Healthcare, Government, Higher Ed, Manufacturing

Cross-sell opportunities

CYBERSECURITY

Many of the challenges around maintaining infrastructure lie in complex cybersecurity environments. Help your customers develop a stronger cybersecurity posture.

Reference to AppDirect's [Security solution page](#) for more information.

DISASTER RECOVERY

Help your customers quickly restore operations and minimize downtime in the event of failure or cyberattacks.

CLOUD COST OPTIMIZATION

Customers need guidance on optimizing cloud spend. With Spot FinOps they can optimize AWS, Azure, and GCP workloads, maximize compute cost savings, and boost bottom line.

CLOUD MANAGED SERVICES

Many businesses lack the skills and resources needed to support cloud infrastructure. Cloud managed services providers provide them with support and management of their IT infrastructure solutions.

