When meeting with a potential DRaaS customer for the first time, it can be easy to let the conversation get off track. There's no doubt it's important to get to know your customer and their unique challenges, but it's equally important to ensure you get the information you need to find them the right solution, all while sounding like the expert they can trust as their go-to.

When in doubt, there are a few key discussion points you can fall back on to help guide the conversation in the right direction and will make reporting back to your technical teams and managed service partners that much easier.

1 Can you explain to me how your recovery process works for files and workstations and how often are they backed up?

This should give you a clear idea of how often they protect their data and how quickly they can get that data back.

WHY UBISTOR?

Would your users benefit from having their data continuously protected to avoid any significant data loss? Would workstations being protected help you get back up and running quickly if they had their workstation fail?

EXAMPLE CUSTOMER ANSWER

We are not really doing anything to protect our workstations, so that could be an issue. Our shared folders are backed up nightly.

2 If your main server that supports the business failed, what would you do?

With that information, you can see how they protect key applications in the environment.

WHY UBISTOR?

What if there was a way to get that server back up in minutes and know that it was backed up more frequently than every night?

EXAMPLE CUSTOMER ANSWER

We would likely look to recover that data from the previous night backup and get the server back up and running as quickly as possible. That could take us a several hours.

3

If you lost your data center to a natural disaster, power, or ransomware attack, do you have the ability to get back up and running? If so, how quickly would you be fully up and running? How often do you do Disaster Recovery testing?

This question lets you know what their Disaster Recovery strategy looks like.

WHY UBISTOR?

We have several different recovery options available and can easily tier your recovery approach to maximize your budget. Plus, we can offer coordinated testing and runbook creation to ensure you are ready for anything that could impact your production environment.

EXAMPLE CUSTOMER ANSWER

Right now, we do not have a secondary site, so we would struggle to recover OR... We have an alternate data center, but we have not formally tested our plan.

4

Is there anything that your current Backup and Disaster Recovery solutions cannot do, that you wish it could?

This lets you feel out where things can be improved for them and what challenges they are facing.

WHY UBISTOR?

We use several different Backup and Disaster Recovery technologies to ensure we can provide a customized solution that fits almost every need and budget.

EXAMPLE CUSTOMER ANSWER

I wish we could integrate our O365 protection or have a way to be alerted to ransomware infections.

These are just a few ways to keep the conversation going and help build trust with your customers. If you'd like more insights or help with a specific opportunity, reach out to us. We're happy to help you drive heavy-duty, technical conversations with your DRaaS customers.

Targeted Prospects:

◎ Ordering replacement tapes or drives for backup strategy

◎ Looking to transition from onsite backup to the cloud

◎ Backup hardware, software, or infrastructure refreshing

◎ Backup software subscription that is expiring soon

◎ Better outcomes to managing their backup and DR in-house

◎ Purchasing or using battery backup and surge protectors

◎ Multiple customer locations or a remote workforce

◎ Employees getting hit by virus emails and cybersecurity threats

◎ Subscribed to O365 and are looking for better protection

◎ Interested in data storage, security, backup and/or recovery