

One of the most intimidating parts of any client meeting is asking the right questions and delivering knowledge-based responses that drive the client to a well-fitting solution – that's where UbiStor comes in. You want your customers to trust you as the expert, or that you can guide them to the expert when a more specific need comes up. This can be challenging when the right questions or solutions don't immediately come to mind. We've identified some of the most important questions your customers must be asked to get the conversation around Backup and Disaster Recovery flowing, and how to best address them even when you're unsure of how to proceed.

Right now, your customers are facing unique challenges that need to be addressed:

- ❗ Managing a remote workforce
- ❗ Syncing various forms of data to the cloud
- ❗ Ensuring all copies are saved immediately

1 Can you tell me more about the data security/ systems you have in place today?

2 Do you have strict compliance regulations for your company data?

3 Do you manage security in-house or do you outsource?

4 How are you protecting remote users' devices?

5 Are you regularly scanning all of the data on your network, including backups, for malware and doing Disaster Recovery testing?

6 How would you handle a ransomware attack?

7 Have you looked into a backup/disaster recovery solution for the data housed on the hardware you just purchased?

8 Are you interested in a cloud-based backup and recovery option for your data?

As you begin to gather responses, you can start to loop in the UbiStor team. UbiStor is here to help guide you through some of your BaaS and DRaaS customers' toughest challenges through their consultative discovery process. With over two decades of expertise in Backup and Disaster Recovery and several cloud-based solutions to customize for your customer's unique needs, the next best step is to set up a Discovery Session with our team.

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

TO GET IN TOUCH OR RECEIVE EXTRA GUIDANCE, CONNECT WITH ONE OF OUR SPECIALISTS:

<https://www.ubistor.com/contact-us/>