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**Adapting Your Business to the Cloud**

# Agenda

- Why going cloud is so important
- What services to sell
- Choosing vendors and products
- Rolling out cloud services
- Selling and marketing cloud services
- Maximizing margins



# Our Panel

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# Why the Cloud?

It's a big and growing market today

- Techaisle: Global SMB cloud spend will grow by 22% in 2013
- Techaisle: Global SMB cloud-based server spend will grow by 40% in 2013; on-premises new server spend will grow by just 5%

It's getting even bigger all the time

- IDC: U.S. public IT cloud services revenue will reach \$43.2 billion by 2016
- Techaisle: Global SMB cloud market will be worth \$65 billion by 2016



# The Good News

- You're probably already selling cloud services
  - Backup and disaster recovery
  - Spam filtering
  - Website hosting
- If you're an MSP, you already have relevant experience
  - Setting recurring prices
  - Managing SLAs
  - Delivering remote support



# Step 1: Choosing Services to Offer

- Start slow with easy services, then add more complex ones
- Concentrate on what you already know
  - Look for cloud-based versions of what you sell on-premises (servers, storage, applications, etc.)
- A good starting point: Karl’s “cloud five-pack”
  - Cloud storage
  - Hosted mailboxes
  - Spam filtering
  - Anti-virus
  - Remote monitoring and management



# Prepare for Multiple Scenarios

- Not all customers are the same
  - Some clients can put everything in the cloud
  - Some will need all or some data on-site
  - Some will have on-premises-only business applications
- “Where’s the choke point?”



## Step 2: Choosing Vendors & Products

- Do your homework!
  - Read widely
  - Talk to peers
  - Talk to existing resellers. Vendor should be willing to make introductions.
- Study all leading solutions
  - Even if you don't plan to sell Google Apps, you'll get questions about it
- Keep your clients' needs in mind, not just yours
  - Example: If they're a Microsoft shop, maybe Office 365 is the easiest transition for them





# What to Look For

- Quality and availability of support
- Reliability and SLA
- Security
- Scalability
- Quality of training and reseller onboarding resources
- Vendor's financial viability

*Do NOT focus on price!*



## Step 3: Preparing for Rollout

- Get your technicians and salespeople trained
- “Eat your own dog food”
- Test it on a client or two
- Develop standard deployment and support processes



# Staffing Changes

## Technical

- You'll probably need fewer technicians
- You'll probably need less skilled technicians
- You'll probably have to replace some technicians who are unwilling/unable to adapt

## Sales

- You'll need salespeople comfortable with high-velocity sales
- You'll probably have to replace salespeople who can't accept deferred commissions



# Step 4: Selling Your Services

The big question:

*Should you start with existing clients  
or net new?*

- Argument for selling to existing clients first
  - They're low-hanging fruit
  - It establishes momentum
- Argument for targeting net new clients instead
  - You can't afford to jeopardize that existing revenue stream



# Sales Tips

- Think beyond the ordinary
  - One-person businesses
  - Customers outside your local area
- Talk to business owner, president, or CEO, not office manager or midlevel administrator
- Focus on “why” not “how”: Emphasize your solution’s benefits versus that it’s cloud
  - Lower capital spending
  - More uptime
  - Easier scalability
  - Better security
- Avoid surprises: Ensure the client has adequate bandwidth and discuss upgrade costs before sale



# Maximizing Margins

- Wrap value around commodity offerings
  - Needs assessment
  - Product selection
  - Deployment and integration
  - Training
  - Monitoring and management
- Add vertical industry customization/IP
- Look for project opportunities



Questions?



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