

LUXCloud

TRUST · ENABLE · SCALE

How to sell Online Backup

October 2013

The Trusted Channel Centric Marketplace

Getting Started

Partner opportunity

Target audience

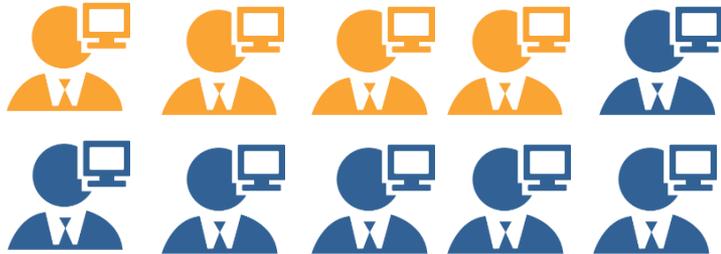
The solution: BackupAgent

How to capitalize on this opportunity

Available plans

Additional resources

The importance of Cloud Backup



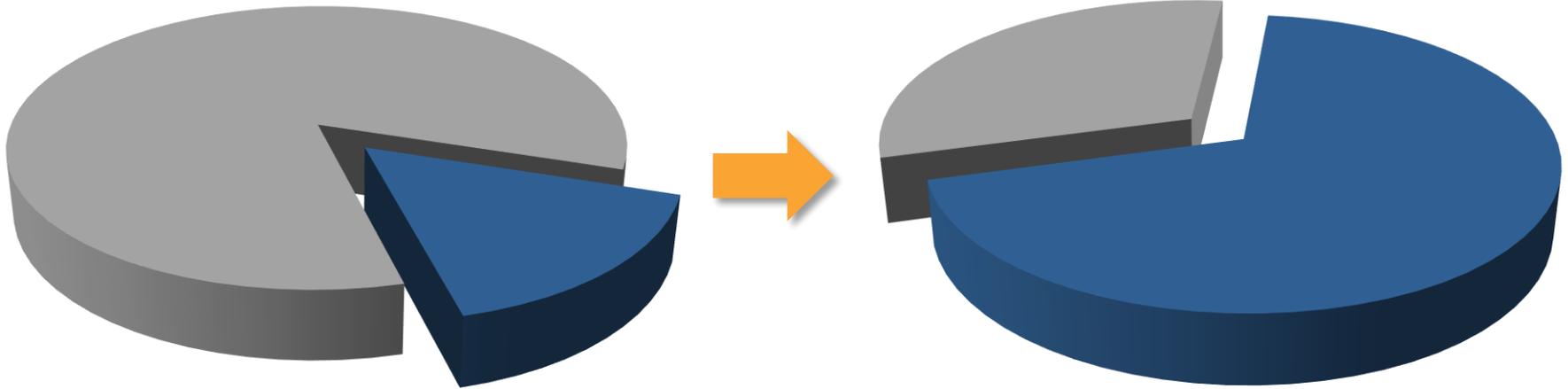
Every year, **45%** of computer users lose irreplaceable emails, documents, photos and other files

30% of small business owners think that their existing backup method is a hassle that takes time away from running their business



More than **40%** of small businesses that experience a data loss disaster never re-open

Online Backup Adoption



16% of companies are
using online backup today

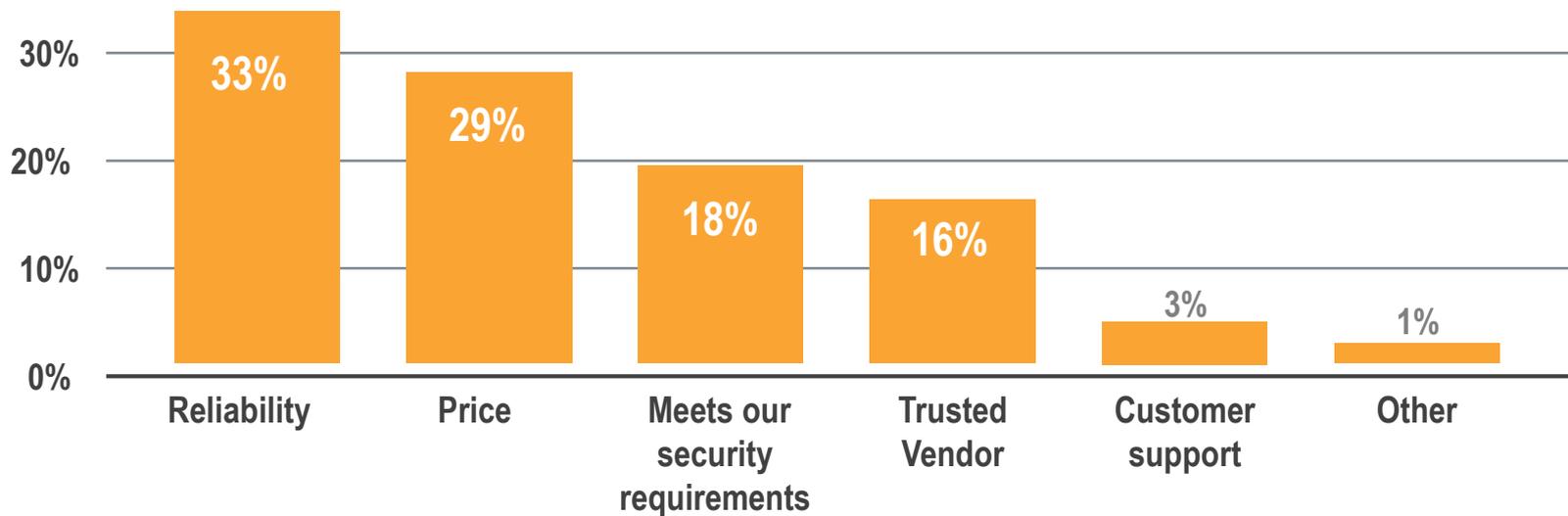
69% are planning to use
online backup in the near future

Source: (IDC) Adoption and Spending intentions on Public Cloud Backup Services

What are they looking for?

Factors considered when purchasing Online Backup Solution

What's the most important factor in purchasing an online backup solution?



Source: (Spiceworks) How SMBs are backing up.

Why sell Backup?

Strengthen your position



Grow your reputation as a trusted cloud service provider providing peace of mind to your customers

Expand your reach



New value add service to your existing clients and for new customers

Build your business

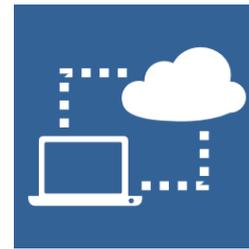
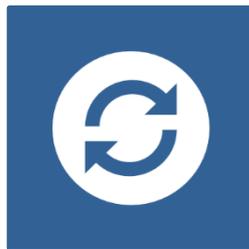


Backup will give your customers a positive cloud experience which enables you to expand your business

The ideal customer profile

Any SMB and small office/home office will benefit from this Cloud Backup solution, particularly those who:

- Decentralized businesses with multiple offices, where traditional backup methods are too difficult to use
- Workers who use laptops, which are more susceptible to damage and theft
- Executives who travel
- Need a redundant data backup solution for added peace of mind
- Desires to outsource part of the business, like IT administration, maintenance and management (system administration, security expertise...)
- Is willing to pay for value



Why customers will buy Backup?

Provides security and peace of mind



Protect critical business information, minimize costly downtime

Easy to use



Simple installation, automatic backups, set it and forget it.

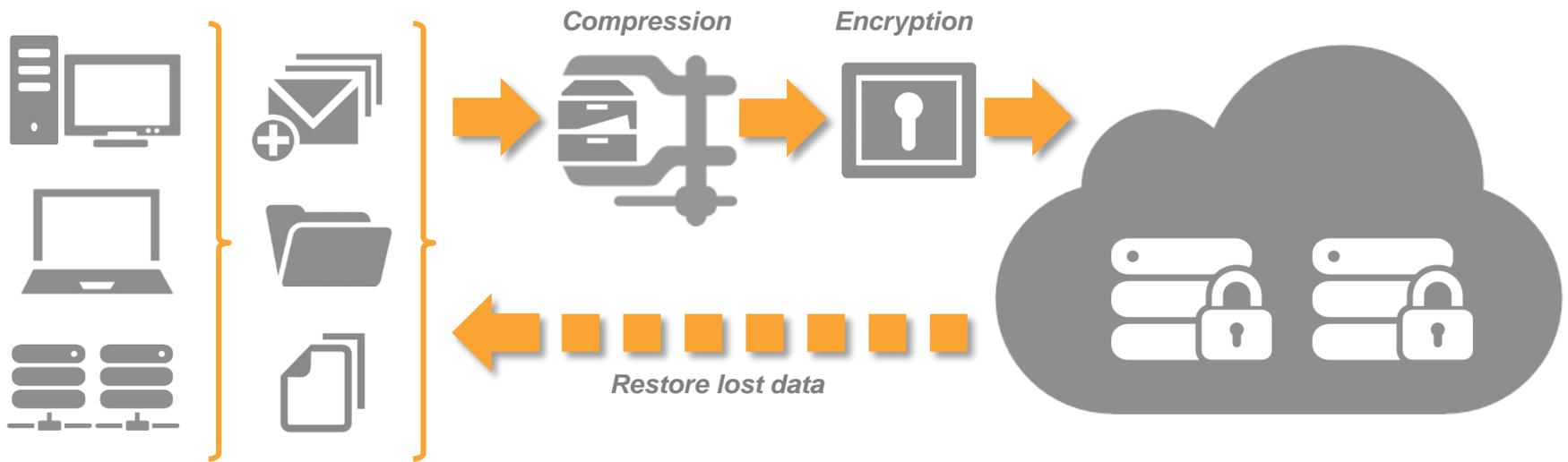
Affordable



Inexpensive solution, monthly fee, no additional investments

BackupAgent®

BackupAgent Cloud backup provides users with a system for the backup and storage of their computer files. It is built around a client software program that runs on a schedule, typically once a day, and usually at night while computers aren't in use. The program collects, compresses and encrypts the data before transferring it to the off-site cloud located in a Tier 4 Datacenter in Luxembourg.



BackupAgent features

Fully automated



High availability



Strong security



No investment



Low cost of ownership



Easily restored



Multiplatform



Hot database backup



Identify your customer's biggest challenges with data

How are you backing up your data now? Have you ever lost information?



What do you currently use to backup this data?

How much does it cost?

It is easy and fast to manage?

How often do you perform backups?

Are you able to access the data?

Do you have remote/off-site users or offices? Do you have employees with laptops? Are you doing anything to backup that data?



If you lost all your data tomorrow, how much would it hurt your business?



Would you be interested in an inexpensive solution that automatically and continuously backs up your data in a secure offsite location?

Manage common objections

Where is my data? Is it really safe?

Data is stored in a Tier 4 Data Center in Luxemburg by a ISO certified company which guarantees maximal privacy. Only the user has access to his data.

Information online doesn't seem very secure. Can it be hacked?

Strong security is essential to guarantee the privacy of user data. This is achieved with security methods during transits such as data encryption (256-bit AES with private key) and a secured internet connection (SSL).

Is my entire system scanned and backed up each time? Can it collapse my bandwidth & slow my pc?

Block level changes and bandwidth throttling ensure a perfect backup experience without interfere in your productivity.

My company works with Windows and Mac, can I back up both environments?

Multiplatform backup available for the most common operating systems such as Microsoft Windows, Mac OS X or Linux/Unix.

Create value around your offer

Create a disaster recovery plan



Bundle it with other cloud services and offer it as a package



Offer training and technical support



Create attractive eye-catchers

Data is the lifeblood of every organization..



Is all your valuable data secure?

You don't listen to cassette tapes any more..



..then why still secure your most valuable data on tape?

“My data is safe. It's one less thing to worry about”.



Secure, affordable & easy way to safe your data

Backup online!

Available plans

BackupAgent Desktop	Monthly	Yearly
BackupAgent Desktop edition 10	€ 3.72	€ 40.92
BackupAgent Desktop edition 25	€ 6.01	€ 66.12
BackupAgent Desktop edition 50	€ 9.81	€ 108.00
BackupAgent Desktop edition 100	€ 17.43	€ 191.64
BackupAgent Desktop edition 250	€ 40.26	€ 442.92
BackupAgent Desktop edition 500	€ 78.33	€ 861.60

BackupAgent Server	Monthly	Yearly
BackupAgent Server edition 25	€ 12.53	€ 137.88
BackupAgent Server edition 50	€ 16.34	€ 179.76
BackupAgent Server edition 100	€ 23.95	€ 263.52
BackupAgent Server edition 250	€ 46.79	€ 514.68
BackupAgent Server edition 500	€ 84.85	€ 933.36
BackupAgent Server edition 750	€ 122.91	€ 1,352.04
BackupAgent Server edition 1000	€ 160.98	€ 1,770.72
BackupAgent Server edition 1500	€ 237.10	€ 2,608.08

All fees are based on the LuxCloud list price in SGD, per month and valid from 1 July 2013 for new subscriptions and renewals.

You can find all our materials on [myLuxCloud](#)

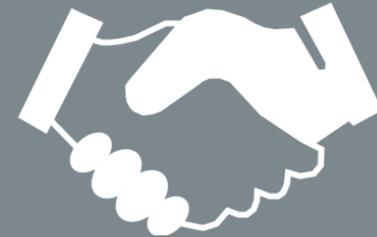
Marketing materials



Technical support



Terms & conditions



You can generate a freemium, demo or trial account for potential users.

This functionality provides you with a strong marketing tool to get your customers into using this cloud solution. Once they are set up and satisfied, it is an easy conversion into paying customers.

Join forces and grow together

LuxCloud can give you **marketing assistance** to be even more successful in selling your cloud services.

- You want to execute your own marketing campaign and benefit even more from our sales partnership?
- You do not have the right material at hand or you need specific product benefits, email templates, website content or product banners?

If you are ready to do a marketing campaign, we are willing to double your investment to a maximum of € 2,500.- to make your campaign even more successful.

Feel free to contact your account manager to discuss your specific needs at sales@luxcloud.com

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Thank you.

sales@luxcloud.com

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