Marketing Message Framework for
Big Brand Hybrid Cloud Audiences

Following are key messages and copy points for the three audiences of Hybrid Cloud: managed service providers, small businesses, and software vendors. These messages are prioritized based on feedback from the team but somewhat interchangeable until we can quantifiably assess which messages work best.

These are not headlines or creative executions. In fact, the text here is deliberately generic. Creative concepts require brevity and we don't want to predispose our team members or agency partners to use specific verbiage at this point. We will actually need to experiment with different ways of saying the same thing for a wide range of marketing materials.

Messaging to managed service providers
(MSPs who are resellers)

Definition of the service for MSPs:
The Hybrid Cloud service provides IT service providers with a turnkey HaaS and SaaS program for small businesses that is ideal for bundling into managed services. It includes an on-premises server for each small business and a catalog of popular business software titles available on a monthly subscription basis. The servers are built by leading hardware vendors and feature the Hybrid Cloud platform, including remote management capabilities and proprietary encryption technologies.

Overview of primary messages to MSPs:
1. Better profit margins for MSPs.
2. Upgrade your customers' servers with no up-front costs.
3. The easiest way to offer managed IT services.
4. Simple and secure cloud services that *you* control.

Overview of secondary messages to MSPs:
1. We are committed to helping resellers and MSPs:
2. The software ecosystem is expanding quickly—and only *Brand* has the power to do it.

Primary messages for MSPs with supporting points:

1. **Better margins for MSPs**
   a. A new server for every customer reduces service calls for you, leading to more predictable costs and better revenue opportunities.
   b. *Brand* can negotiate better rates with software and hardware vendors than you can get on your own.
   c. Getting your clients on new equipment can help you get out of "project mode" and into monthly maintenance mode (and that can be done remotely).
   d. Earn better mark-up *and recurring monthly revenue* on software subscriptions.
   e. This is an opportunity to sell hardware at a significant mark-up.

2. Upgrade your customers' servers with no up-front costs.
   a. Ideal "foot in the door" strategy for customers who don't want to spend money on upgrades.
      i. If small businesses are running old hardware, they're not getting the most from their software.
      ii. Overcome the issue of "it's not in this year's budget.
   b. Includes automatic server refresh every three years.
      i. Customers will always have what they need for consistent uptime.
      ii. Customers will be able to run the latest versions of software that is critical for their business functions.
   c. You decide how to package the server.
      i. Hardware-as-a-service (HaaS) with monthly fees passed along to customers.
      ii. Offer it "free" with subscription fees built into managed service agreements.

3. The easiest way to offer managed IT services.
   a. HaaS and SaaS in one, coordinated package.
      i. All you have to do is bundle in your service fees.
      ii. Save time on estimates—our estimating tool streamlines the process.
      iii. Makes your delivery of services more efficient and profitable.
   b. Software usage reporting is easier.
      i. We handle the SPLAs (services provider licensing agreements) and give you a report of usage per server (or appliance) each month.
   c. Specifically designed for recurring, monthly revenue:
      i. The fastest way to start offering managed services.
      ii. Management and billing is easy with the dashboard.
      iii. Earn recurring revenue from software subscriptions as well as hardware.
   d. Increase business stability:
      i. Monthly revenue stream smooths out the ups and downs of running a business.
   e. Set your own prices for hardware and software and build in your mark-up and service fees.
      i. Works with your current business model or you can switch to a new model (from VAR to MSP, or subscription server to "free" with service contract, for example).
      ii. Impossible for your customers to "bid shop" with your competitors since pricing is not available publicly.
      iii. Bundle products and services the way you want. Choose what to recommend and support.
      iv. Some pre-fab bundles of popular software and hardware are available to make pricing easy.
   f. Reduce overhead and cut down on unpredictable service calls by managing most orders, updates and installations *remotely* via our user-friendly management console.
   g. *Brand* will support you with training, sales advice and marketing materials.

4. Simple and secure cloud services that *you* control.
   a. Give customers a cloud option *now* before they migrate to the cloud on their own.
      i. This can be your "foot in the door" for customers who don't already have contracts for managed services.
      ii. You'll be there to counsel and assist customers if and when they *do* want cloud services, instead of getting called in for triage after they make a mistake.

b. Customers who don't want their data in the cloud (or can't because of regulatory issues) will appreciate having their own server on premises.
c. Small businesses benefit from the security of an on-premises server, yet you can manage it remotely (giving you the best of both worlds).
     i. HIPPA compliant for healthcare companies.
     ii. All data on hybrid cloud servers is fully encrypted. Even if a server is stolen, nobody can access the data.
d. Built in back-up/redundancy — if a server goes down, you can get a customer up and running again in minutes.
e. The Hybrid Cloud platform combines hardware, software and cloud services, so you can concentrate on helping customers instead of trying to get a bunch of different vendor equipment and services working together.

Secondary messages for MSPs with additional supporting points:

5. ***Brand* is committed to helping resellers and MSPs:**
   a. Inspire confidence with the *Brand* name.
   b. Offer customers more competitive pricing; remote management means fewer costly service calls.
   c. Manage more customers in less time.
   d. Hardware as a service is the next wave—don't get left behind.
   e. Becoming a member MSP includes free training and support for sales and marketing.
        i. Marketing ideas and easy-to-use templates.
        ii. Free membership to MSPU for sales training and advice.

6. **The AppUp Small Business Service ecosystem is expanding quickly—and only *Brand* has the power to do it.**
   a. We're adding new server options all the time, including…[add names of current most popular or requested server brands].
   b. Partners are building specialty appliances on our Hybrid Cloud platform [example: Modular Data Protection Services].
   c. We're adding new software options for the catalog every month:
        i. Popular/requested titles, such as… [get the latest list of top titles when including in copy].
        ii. Includes software in key verticals such as back-up and recovery, financial services and healthcare.
   d. *Brand* is the first (and only) company to put it all together with top brands and make it super easy to use. Other vendors have tried to create similar packages but have always fallen short.
   e. We're always adding new distributors so you don't have to change the way you do business. Work with distributors or directly with *Brand* — pricing is the same.

Messaging for marketing to small businesses (end users)

Definition of service for SMBs:
The *Brand* Hybrid Cloud platform provides small businesses with new servers, the latest business software and optional cloud services for a bundled, monthly subscription fee with no up-front costs. *Brand* platform is offered exclusively through local IT service providers who set up the software and servers, monitor those servers and perform regular upgrades. All servers feature **Brand Inside** and advanced encryption technologies for absolute data safety, even in the event of theft.

Overview of primary messages to small businesses:
1. No upfront costs to upgrade your business' IT immediately and *stay* up-to-date.
2. AppUp Small Business Service includes the highest standards of security.
3. Available exclusively through local IT pros (resellers and managed service providers).

Overview of secondary messages to small businesses:
4. You'll always have your own, dedicated server at your place of business.
5. Ramp your business up (or down) with pay-as-you-go business software.
6. All servers feature *Brand Inside* and hardware is manufactured specifically for use on the *Brand* Hybrid Cloud platform.

Primary messages for small businesses with additional supporting points:

1. **No upfront costs to upgrade your business' IT immediately and *stay* up-to-date.**
   a. Get a new server now and a new server every three years* with the AppUp Small Business Service monthly subscription program.
   b. No up-front costs with the monthly pay-as-you-go program.
   c. Pay one, monthly fee for hardware, software and IT services.
   d. Better tax benefits by switching all your IT costs from capital investments to monthly expenses.
   e. Large catalog of software titles with more added all the time.
   f. Continue using software you already own—it can be installed on your new server along with your monthly software subscriptions.

2. **AppUp Small Business Service includes the highest standards of security.**
   a. All server data is fully encrypted.
      i. If your server is stolen, nobody can get access to your data.
      ii. If anyone tries to connect your server to the Internet, we'll know about it and it won't work.
   b. The platform is built to make data back-up easy and affordable.
      i. The most cost-effective way to get a back-up server.
      ii. You can be up and running in minutes if your primary server goes down and your IT provider can usually handle the whole thing from his/her office.
      iii. It's easy to back up your data to the cloud—but only if you want to. *The choice is yours*.
   c. You don't have to figure this out yourself. Your IT provider will explain the best options for your type of business.

d. Data back-up programs for healthcare companies are HIPPA compliant.

3. **Available exclusively through local IT pros (resellers and managed service providers).**
    a. You choose who you want to work with and they function like your outsourced IT department [eventually we'll have a "find a provider" feature on the website—check status when incorporating this into copy].
    b. Your trained IT pro will advise you about the right configuration of hardware and software to ensure your business is prepared for peak demands, your data is backed up and your system is always running smoothly.
    c. You'll never have to worry about software or server updates again—your IT pro will handle that in the background so all you have to think about is running your business.
    d. Your IT pro will monitor your system remotely (via our proprietary platform) and address issues long before they can turn into problems.
    e. In most cases, your IT pro can work on your system remotely (from his/her office), which saves on service calls and keeps your monthly fees low.

Secondary messages for small businesses with additional supporting points:

4. **You'll always have your own, dedicated server at your place of business.**
    a. Your operations won't be dependent upon the speed or reliability of your Internet connection as it would be with a pure cloud IT solution.
    b. You know exactly where you data is at all times.

5. **Ramp your business up (or down) with pay-as-you-go business software.**
    a. Monthly subscription-based software lets you use your precious capital in other ways.
    b. The low-risk way to grow your business.
    c. Add software licenses (or subtract them) as your workforce changes.
    d. Ideal for seasonal demands.

6. **All servers feature *Brand Inside* and hardware is manufactured specifically for use on our platform.**

Note: Don't offer details about subscription-based hardware because some MSPs charge monthly fees for severs and some offer servers "free" as part of their managed services contracts. This requires us to be somewhat vague.

While end users are entitled to a free server every three years, the onus is on MSPs to make that happen. They may adjust the timeframe depending upon seasonal or business continuity needs and other service considerations. That should be conveyed somewhere in fine print with any messages about the three-year hardware refresh.

Brand offers considerable savings for three-year contracts, but it's best not to mention that to end users. some MSPs may not want to offer that (because of credit issues) or they may wish to pocket the savings and absorb the risk if the event that an end user cancels in less than three years (MSPs can deploy the server to another user if they want).

Messaging for marketing to independent software vendors (ISVs) to offer their products in our catalog

Definition of service for ISVs:
The *Brand* Hybrid Cloud combines SaaS and HaaS in an affordable monthly subscription program just for small businesses. Software vendors can easily convert traditional software to a subscription model to take advantage of this growing SaaS marketplace. Program features include remote software installation and updates, license tracking, billing and payment processing, and an on-premises server that is refreshed every three years. AppUp Small Business Service is sold and supported by local IT service providers who can perform all installations and updates securely via the *Brand* Hybrid Cloud platform.

Overview of primary messages to ISVs:
1. The *Brand* Hybrid Cloud platform has developed a marketplace of software titles for small businesses to use via a monthly SaaS subscription model.
2. Every business that subscribes will get an updated server so your product will perform the way it was intended.
3. Launch your software title(s) on the *Brand* Hybrid Cloud platform in just a few weeks.

Overview of secondary message to ISVs:
4. Thousands of IT service providers will become more familiar with your product and will feel more confident recommending it.

Primary messages for ISVs with additional supporting points:

1. **The *Brand* Hybrid Cloud platform has developed a marketplace of software titles for small businesses to use via a monthly SaaS subscription model.**
   a. 22 million small businesses spend $61 billion annually on software, but many can't afford to try new software titles—or buy new hardware needed for that software to run properly. Our subscription model allows them to make that leap and become long-term customers.
   b. Customers love the flexibility of month-to-month and are incented by the opportunity to switch IT investments from capital expenditures to monthly expenses.
   c. Our fast-growing network of IT service providers help sell and support your software.
      i. Patches and updates will be installed quickly and correctly by IT Pros, not customers, leading to higher customer satisfaction with your product(s).
      ii. Happier customers means less work for your own customer service team(s).

2. **Every business that subscribes will get an updated server so your product will perform the way it was intended.**
   a. There are no up-front hardware costs for customers and they get a server refresh every three years.

3. **Launch your software title(s) on the *Brand* Hybrid Cloud platform in just a few weeks.**
   a. Migrate to a SaaS model without rewriting a lot of code. Our engineering team will work with you to make it happen quickly.

b. We built the infrastructure to handle remote installation, secure monitoring and updates, license tracking, billing and payment processing. Your commitment to get started is minimal.

Secondary messages for ISVs with additional supporting points:

4. **Thousands of IT service providers will become more familiar with your product and will feel more confident recommending it.**
   a. We have many co-marketing options, including email announcements, collateral (print and digital), case studies, social media outreach, press announcements (for major partnerships), and guest posts on our blog.
   b. Highlight your product in one of our training webinars or join us at one of the many conferences we participate in.