

## KEY PARTNER POINTS

- Up to 20% in margins
- Control all organizations in the same control panel
- Possibility to give client access
- Possibility to brand product

## TOP CUSTOMER PAINS

- Lacks capacity to manage existing or additional infrastructure
- Has difficulty predicting infrastructure needs of new projects
- IT department lacks agility when it comes to procurement
- Growing resource needs are leading to server sprawl, complex architecture & planning headaches.
- Aging on-premises infrastructure needs refreshing, but the client cannot or doesn't want to spend the capital on it.
- Lacks internal resources to manage complex web infrastructure
- Current cloud servers cannot handle demanding workloads, especially databases and big data.

## Onsyte Performance Cloud Servers vs. Competition

### Elevator Pitch

Our Cloud Servers can handle the heaviest workloads without any degradation in performance. In just a few clicks you can access all the processing, memory, storage, bandwidth, etc. you need, and pay only for what you use, only when you use it. Our Cloud Servers eliminate server sprawl, complex capacity planning and architecting nightmares. They come with 24/7/365 support, 99.999% uptime and full onboarding, plus you can manage your servers yourself. See the performance and flexibility for yourself. Provision and start using high-performance architecture in just 2 minutes.

### Key features

- ✓ Windows or Linux cloud servers
- ✓ Fastest cloud servers
- ✓ Self-management portal
- ✓ Pay only for what you use
- ✓ Control your gateway rules
- ✓ Extend your corporate/office network
- ✓ Change configuration in 2 minutes
- ✓ Expand storage in seconds
- ✓ Hundreds of configurations
- ✓ Full access to machines at all times
- ✓ Detailed performance monitoring
- ✓ Free planning session with cloud architect
- ✓ Free migration
- ✓ Free 24/7/365 support

## Key Messages

	Performance	Reliability	Reputation										
Key messages	We outperform the competition.	Our premier hardware offers unparalleled reliability.	(X) years of servicing businesses of all sizes.										
How we stack up	<p>UnixBench System Score</p> <table border="1"><caption>UnixBench System Score</caption><thead><tr><th>Entity</th><th>Score</th></tr></thead><tbody><tr><td>&lt;company&gt;</td><td>12345</td></tr><tr><td>&lt;competitor&gt;</td><td>1234</td></tr><tr><td>&lt;competitor&gt;</td><td>123</td></tr><tr><td>&lt;competitor&gt;</td><td>12</td></tr></tbody></table>	Entity	Score	<company>	12345	<competitor>	1234	<competitor>	123	<competitor>	12	<ul style="list-style-type: none"><li>• 99.999% uptime guarantee, with financially committed SLA.</li><li>• Top-of-the-line hardware: Dell Blade Servers, Dell Compellent Enterprise Storage</li><li>• Redundant power, switches, load balancers &amp; servers mean no unexpected downtime.</li></ul>	<ul style="list-style-type: none"><li>• Visible owners, clear contact details, active team all help to build a relationship of trust.</li><li>• High customer satisfaction.</li></ul>
Entity	Score												
<company>	12345												
<competitor>	1234												
<competitor>	123												
<competitor>	12												

## Buying scenarios & concerns

Buying Scenarios	Customer	Concerns	Answers
<ul style="list-style-type: none"> <li>• Aging servers need refreshing</li> <li>• Want to extend own DC capacity</li> <li>• Received request for project that does not fit in current processes/architecture</li> <li>• Struggling to accommodate business functions with current budget and/or staff</li> <li>• Lacking compute power, particularly during peak periods</li> <li>• Needs to purchase new hardware but dreads capacity planning</li> <li>• Business requires more agility</li> <li>• Lean IT philosophy/staffing means trying to get 3rd party to do low value-added activities</li> <li>• Need Agile DEV environment</li> </ul>	CIO IT Guy Dev SysAdmin	Can you guarantee uptime?	We guarantee uptime of 99.999%.
		Can your servers provide sufficient compute power and speed?	Our tests and industry standard benchmarks have proven that our Cloud Servers are the fastest among brand name hosting providers. The methodology used is available upon request.
		What about security in the cloud?	We follow industry best practices for security and are SOC2 Type II certified by KPMG. We give you a known datacenter location.
		How will I control my infrastructure if it's remote?	Our user-friendly control panel gives you more control over infrastructure than you've ever had. Managing resources will be easier than ever. Provision & configure in 2 minutes.
		Will costs be higher over the long run with virtual servers?	(Refer to Performance Cloud cost estimator in toolbox.)
		How long to provision the environment?	Provisioning is almost instantaneous. Get started and have your new high performance architecture in minutes.
<ul style="list-style-type: none"> <li>• Has big ideas but IT cannot deliver</li> <li>• High growth hindered by need for capital</li> <li>• Worried about costs associated with inaccurate capacity planning</li> <li>• Struggling with heavy/slow provisioning process</li> <li>• Looking to move more money to OPEX rather than CAPEX</li> </ul>	CEO Owner CFO Sales & Marketing	How much will it cost me?	(Refer to Performance Cloud cost estimator in toolbox.)
		What if my needs suddenly or drastically change?	Create a new server, change configurations and add/remove resources at a moment's notice with your user control panel; no need to contact us.
		Won't my needs be better served by a major provider like Microsoft?	<ul style="list-style-type: none"> <li>• Majors offer low performance due to their scale, and little personalized support.</li> <li>• With us, you get a dedicated account manager and 24/7/365 local tech support.</li> </ul>