

# How to Sell Uplevel Solutions

## ELEVATOR PITCH

Even if your company isn't ready for a full-time IT person, you can enjoy the peace of mind that comes with knowing someone you trust is watching your network 24/7. You can also afford better technology than you might get using consumer or home-office devices that you buy at Staples. We're now offering a service designed to improve the quality of your Wi-Fi, security, backup, and overall network performance with no upfront equipment costs, and no learning curve. We'll manage it for you via the cloud, with fewer billable site calls than you need now.

## TARGET MARKETS / BUYER PROFILE

- Small businesses with up to 20 employees and no dedicated IT staff
- Customers experiencing security breaches, data loss, poor end-user experience
- Businesses expanding to additional / remote locations



## OVERVIEW

IT is just as important to small businesses as it is to larger ones, maybe more. And now, companies with fewer than 20 employees can enjoy enterprise-class technology and professional IT management – without hiring staff or buying expensive equipment.

With our new managed IT services and a small but powerful device running at your site, we'll help improve the quality of your Wi-Fi, storage, data security, and more—and keep it all up and running by preventing many of the common problems that can cost you downtime (and money for site calls) – malware attacks, failed backups, lost data, and the like.

We do all this on a subscription basis so you don't have to buy equipment, and you can add new options like remote or guest access any time.

## CUSTOMER PAIN POINTS

- Consumer gear doesn't offer the features, but enterprise class gear is too expensive
- No one onsite to troubleshoot issues
- Poor network reliability is impacting operations
- Backup methods aren't secure enough
- Wi-Fi coverage or performance is spotty



*The "Unbox" gateway device*



*Unbox Wi-Fi access point (AP)*

## QUALIFYING QUESTIONS

- Are you having problems running your business applications or connecting to the Internet?
- Are you planning a network upgrade?
- How often do you have to bring someone in to fix IT problems? How much does this typically cost?
- Has your company been targeted by hackers? How much downtime did this cost you?
- Are you able to access the Wi-Fi from any area of your office / store / building?
- Would you like to extend guest access to customers or other visitors?
- How often do you back up data? How much time and effort does this take? How quickly can you recover data when issues pop up?

## KEY BENEFITS & DIFFERENTIATORS

- **Reliable:** "Enterprise-class" equipment
- **Affordable:** Monthly subscription w/ no upfront equipment cost
- **Local support** by the IT consultants you trust
- Secure: Automatically analyzes, protects against bad actors
- **Expandable:** Most services do not need additional hardware
- **Evergreen:** Hardware is eligible for replacement every 3 years
- **1 solution** for Wi-Fi, storage, security, management
- **Predictable** IT costs, fewer costly surprises
- Automated backup and security enhances quality

## “UNBOX” SOLUTION HIGHLIGHTS

From one powerful and versatile device installed at the customer site, Uplevel improves the critical areas of small business technology:

### Wi-Fi Highlights:

- State-of-the-art 802.11ac technology
- Guest access
- Seamless coverage using multiple access points at your location for uninterrupted use of apps on mobile Wi-Fi devices while moving

### Storage / backup highlights:

- Centralized data storage
- Easy for users to back up
- Automated backup: Local and cloud “snapshots”
- Long-term archiving available to retaining data for years
- Quickly recover accidentally deleted or modified files
- Solid state drive (SSD) for reliable operation
- Partition into multiple drives for user access control
- 1 TB (1000 GB) local storage

### Security highlights:

- Centralized security definition ensures coherent configuration across LAN, Wi-Fi, VPN, and storage
- Added security is built into everything
- Added firewall protection
- Real-time alerts: we’ll know immediately when something strange happens – devices go offline, rogue devices show up, traffic spikes indicating your customers are being targeted
- Automatic backup protects against ransomware
- Network-attached storage (NAS) Includes “snapshots” for fast data recovery and archiving for long term data retention
- Data between sites and to the cloud is fully encrypted
- Disable unused LAN ports to discourage unauthorized use



### Examples of what we can see from anywhere:

- Is a hacker sitting in the parking lot trying to guess your Wi-Fi passwords?
- Are you experiencing a network degradation or security compromise because someone plugged in a “rogue” device such as a flash drive they found in the parking lot?
- Is a large amount of data suddenly leaving the company via the Internet because an employee’s device has been hacked?
- Why is the Internet slow?



## OVERCOMING CUSTOMER OBJECTIONS

### 1. We can't afford it.

No one's looking for another monthly cost, but this one will save you money now and in the long-run.

We provide a reliable way to run the technology that runs your business while giving us both a new level of predictability. We can be there when you need us—without having to be there physically—which will save you money by avoiding both downtime and site calls.

There's nothing to buy so you're not risking anything, and if this saves you even one site call per month (or keeps you from waiting until many more things go wrong to call us), you'll be ahead of the game.

### 2. It sounds complicated.

It isn't. It's one small, simple device that we'll install for you, and from then on we can actually manage and troubleshoot the network via the cloud, with a high level of security. The cost is predictable so it simplifies accounting, and your employees will waste a lot less time trying to figure things out on their own.

### 3. Isn't it risky to have all this stuff in the cloud?

There is that perception but having data stored in the cloud – if it's done securely, which this is—actually protects you from backup failing, power outages, fires and other mishaps on site, and the physical theft of computers or disk drives. And not that this helps, but most of our privileged data is already in the cloud.

### 4. Isn't this the same as an RMM?

No, Unbox provides network services that can be remotely monitored and configured. Remote Monitoring and Management products such as Kaseya and Autotask manage end devices such as laptops or tablets and are complimentary to Unbox.