

As part of our commitment to help businesses adopt technology that will help them achieve success, BCSG works closely with our partners to identify examples of go-to-market best practice.

This series provides some insights into the challenges ISVs face and the solutions they have found. In this booklet we look at the approach Google Apps for Work takes.



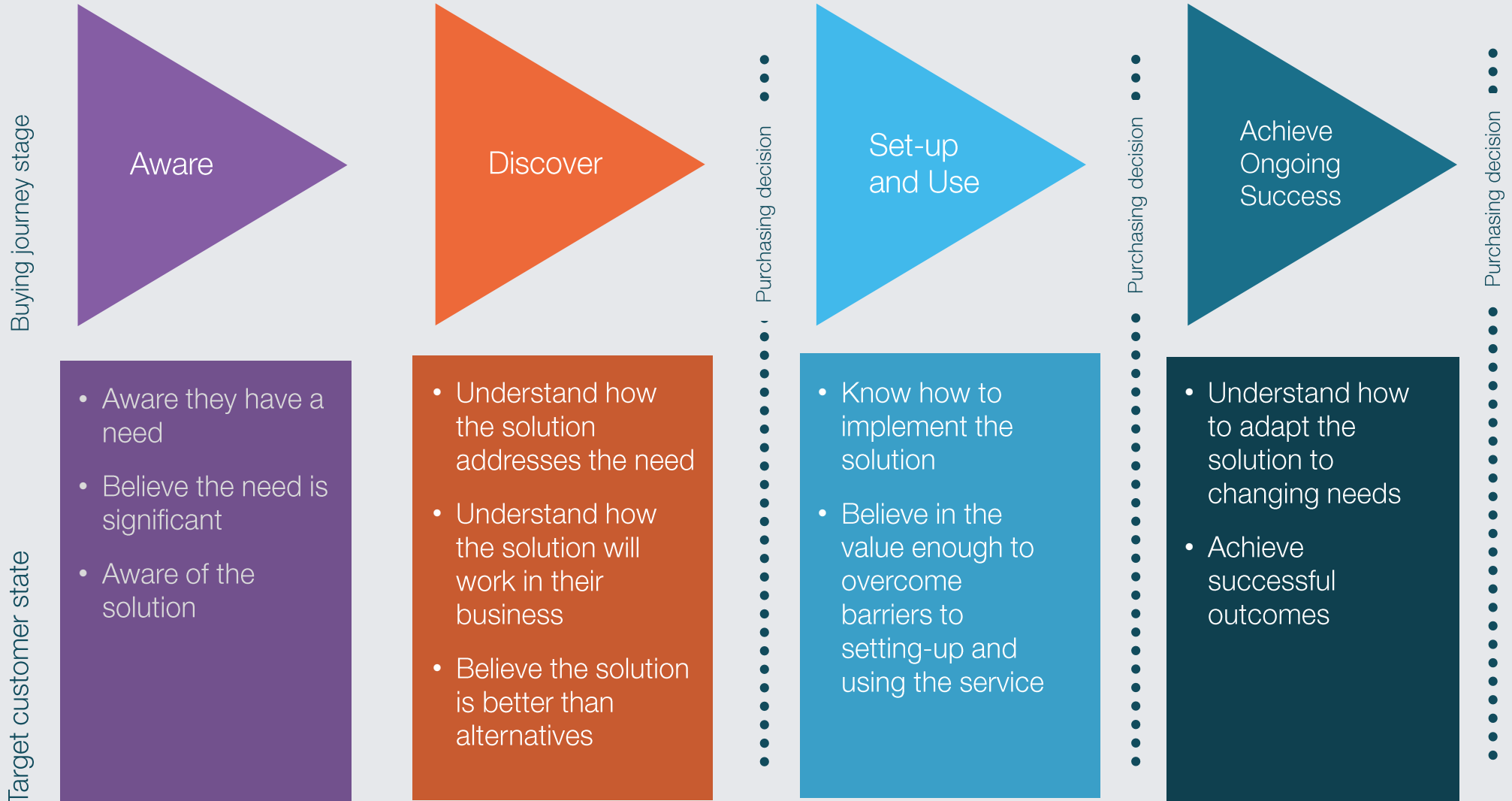
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Mozy is the industry leader in business data protection, backup and recovery.

The software automatically syncs your most important files to the cloud.

Owned by EMC, Mozy protects more than 6 million individuals and 100,000 businesses, backing up 100+ petabytes of information to multiple data centers around the globe.

The buying journey and target end state of the customer





Aware

Goals

- Show how application can help their customer achieve goals
- Start a relationship and demonstrate you are credible
- Ensure the customer recognises the business need
- Highlight that a solution is available

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Challenges

- Willingness to buy is low—SMEs are not inclined to buy “insurance style” products
- Understanding of data backup is low across many segments
- Most SMEs are not at the stage of self-serving or being self-aware when it comes to backup

The Mozy method

- Segment audience and target content
- Produce education pieces around the risks of unprotected business-critical data and the need for secure backup
- Employ automated content marketing and lead nurture techniques for all that visit the website, customise navigational path for individuals
- Use multiple channels such as social, email marketing, video and particularly SEO to communicate message

Discover

Goals

- Show how the solution addresses the customer's needs
- Help the customer identify the value for their business
- Give examples and proof points of similar businesses
- Educate the customer on how the solution works

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Challenges

- Multiple customer concerns; for example, security, data encryption, geographical data residency
- Limited understanding of the difference between backup and file sync

The Mozy method

- Provide answers to customer's key questions
- Use video tutorials, white papers and quick sell guides
- Demonstrate the value through customer testimonials, example use cases and consequences of data loss
- Use lead nurture to help anticipate and answer customer's questions before they ask them
- Use customer's "digital buying language" to gauge where they are in the buying lifecycle

Set up
and use

Goals

- Guide customer to reach the first successful outcome
- Support customer to overcome set-up hurdles
- Tell the customer the best practices to embed into day to day business activities

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Challenges

- Staying connected to the Internet for time required for the activation and configuration to take place
- Lack understanding of the installation steps, which results in failure to install software

The Mozy method

- Have customer care calls that support with setup and configuration, and provide the option for upsell and cross-sell
- Monitor multiple metrics that are closely measuring whether a customer has successfully on-boarded

Achieve
Ongoing
Success

Goals

- Remind the customer of the value they receive
- Show the customer how they can get more from the solution
- Help embed the services into the rest of the business
- Encourage customer to promote the service

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Challenge

- Keeping value front of mind for customers
- Value not seen as the backup is automatic and runs in the background
- Upgrading customers when they reach storage capacity

The Mozy method

- Keep customers informed of techniques they can use through monthly newsletters, and highlight various features of the service
- Make customer aware of the capacity used, especially when their accounts are approaching their quota
- Provide opt-in awareness sessions that provide an opportunity to upsell and cross-sell