



## MSP STORAGE FTM KIT

07.09.2014

Presented by *agilvy*

## **ASSIGNMENT:**

Provide demand generation tactics to local markets that will help to generate MSP responses for Storage solutions.

## **BACKGROUND:**

Storage is the largest growth area for Infrastructure sales. So it isn't surprising MSPs want to sell storage services. In a competitive supplier market, MSPs need the right storage infrastructure:

- Multi-vendor environments require sizeable skilled resources which can hurt their margins
- Complex environments can negatively impact their ability to meet Service Level Agreements (SLA's) resulting in penalties
- Sprawl can impede their ability to react to customers changing workloads and service requirements

## **PREMISE:**

IBM can help to increase your storage margins by simplifying your environment.

# MSP STORAGE FTM KIT

## EMAIL 1: IDC ANALYST PAPER



### New Campaign Subject Line Options:

IBM Storage: Turn key solutions for MSPs

IBM Storage: Game changing real-time compression

### Offer Specific Subject Line Options:

Analyst white paper: 50% savings on storage for MSPs

Analyst paper: Real-time versus traditional compression

MSP analyst paper: Double storage capacity, reduce costs

### Editorial Headline Options:

Real-time Compression reduces storage growth by nearly 30%.

Real-time Compression VS Traditional Compression.

### Alt. Sign Off:

Data storage made with IBM.

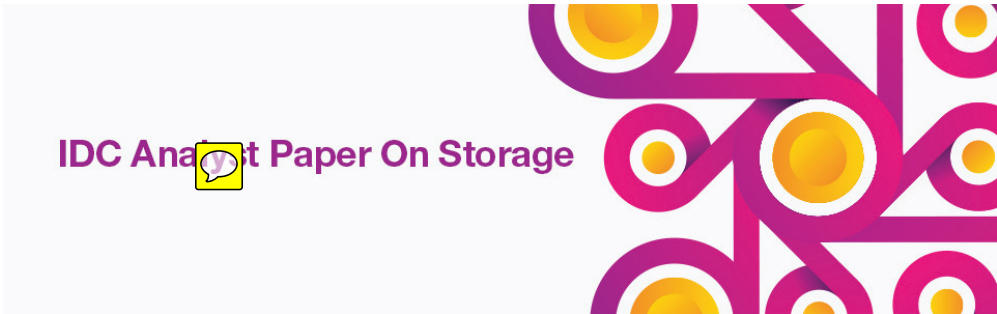
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## IWM 1: IDC ANALYST PAPER

Header Option 1:



Header Option 2:



Offer Image:



**Offer Title Options (30 character limit):**

Smarter Storage White Paper  
Storage Optimization Paper

**Offer Subtitle Options (50 character limit):**

Real-time compression for storage optimization  
Real-time compression changes the game for MSPs  
The cost-effective turn-key solution for MSPs

**Copy (bullets):**

This informative analyst paper includes topics such as:

- Why storage optimization is no longer optional
- The challenges of using compression
- Traditional compression vs IBM Real-time Compression
- Opportunities and benefits of Storwize V7000
- Potential savings of Storwize using IBM’s Compresstimator tool

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EMAIL 2: SVC ANALYST VIDEO



New Campaign Subject Line Options:

IBM Storage: ESG study validates ideal platform for MSPs

IBM Storage: How MSPs can increase ROI, decrease costs

Offer Specific Subject Line Options:

ESG video: How MSPs can reduce data up to 82%

ESG video: How MSPs easily gain more storage capacity

ESG video: 5x more effective storage for MSPs

Editorial Headline Options:

ESG study reveals more effective storage for MSPs.

ESG study confirms more effective platform for MSPs.

Alt. Sign Off:

Data storage made with IBM.



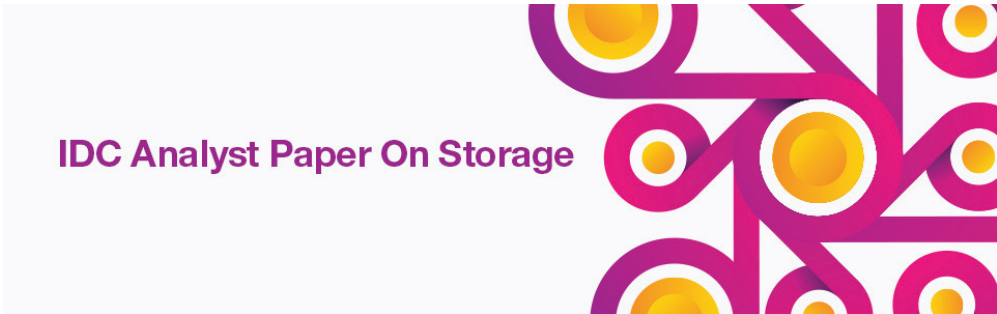
# MSP STORAGE FTM KIT

## IWM 2: SVC ANALYST VIDEO

Header Option 1:



Header Option 2:



Offer Image:



**Offer Title Options (30 character limit):**

IBM SVC Analyst Video

Validation Video for IBM SVC  
ESG Validates IBM SVC

**Offer Subtitle Options (50 character limit):**

The findings from the ESG analyst white paper

Video summary of the ESG analyst white paper  
IBM SAN Volume Controller (SVC) video review

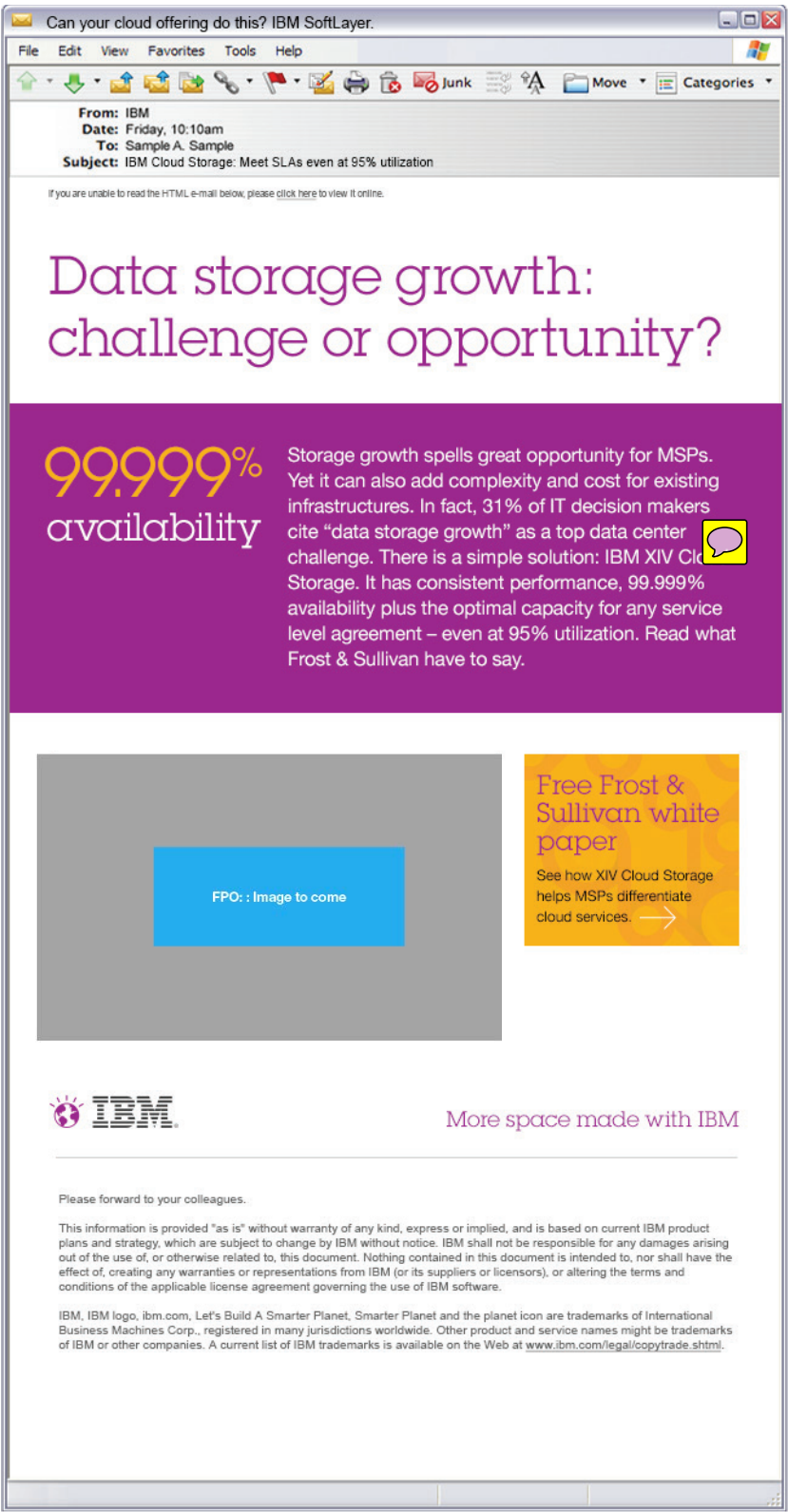
**Copy (bullets):**

- Video topics include how SVC offers MSPs:
- The agility that cloud and virtualization environments demand
  - Simple, centralized management of storage devices
  - New features such as SSD support, automated tiering and thin provisioning



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EMAIL 3: FROST & SULLIVAN WHITE PAPER



New Campaign Subject Line Options:

IBM Cloud Storage: Value for customers, profits for you

IBM Cloud Storage: How MSPs can find just the right storage

Offer Specific Subject Line Options:

Frost & Sullivan white paper on opportunities for MSPs

Frost & Sullivan white paper on MSP profitability

White Paper: Tips for MSPs on selecting the right storage

Editorial Headline Options:

IT cites data storage growth as a top data center challenge.

MSPs meet SLAs even at 95% utilization.

Alt. Sign Off:

Data storage made with IBM.

# MSP STORAGE FTM KIT

## IWM 3: FROST & SULLIVAN WHITE PAPER

Header Option 1:



Header Option 2:



Offer Image:



**Offer Title Options (30 character limit):**

- 1. IBM XIV Cloud Storage for MSPs
- 2. Storage Analyst Paper for MSPs
- 3. Frost & Sullivan: Cloud storage

**Offer Subtitle Options (50 character limit):**

- 1. Frost & Sullivan white paper on cloud storage
- 2. Frost & Sullivan on differentiating cloud services
- 3. Value for customers. Profitability for MSPs.

**Copy (bullets):**

Highlights of the analyst paper include:

- The opportunities and challenges of storage growth
- How infrastructure helps differentiate services and provide new value
- Tips on selecting the right storage infrastructure
- How XIV Cloud Storage can address your needs as an MSP
- Case study of Finnish-based ENFO, leading provider of IT services