

# Recurring Revenue Opportunities

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## **Dr.Backup** Managed Online Backup Service

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<http://www.drbackup.net>

(301) 560-4534  
(888) 716-5816 (toll free)



we've  
**got** your  
**BACK**

## To Maintain Any Long Term Recurring Revenue Stream...

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You must **continually** deliver outstanding  
**VALUE**  
in the eyes of the prospect | customer | client

Always: Service + Support + Professionalism + Respect



# It's All About Relationships

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**protective Umbrella**



**CUSTOMER**

+

=

**CLIENT**

They call you “vendor”	<b>You are trusted IT partner</b>
Shop Yellow Pages, door hangar, lowest price	<b>Always call you first, in Rolodex – speed dial</b>
Want you only when something is really broke	<b>Perform routine/preventative service, blocks of hours</b>
Everything is a crisis, drop what you are doing	<b>Managed services, predict failures and proactively fix</b>



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## The Case For Backing Up Data – “Named Perils”

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<b>Technical Disasters</b>	Virus, worms, file corruption, hardware failure, software bugs, failed patches/upgrades
<b>Human Disasters</b>	Accidental file delete/overwrite, sabotage, fraud, spilled coffee, theft, unknown event
<b>Natural Disasters</b>	Fire, flood, earthquake, lightening strike, sprinkler malfunction, power surges

The majority of small-mid size business are vulnerable to unexpected data loss at any time. This may be a golden opportunity for you!



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## Overview of Data Safeguard Approaches

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Threat	Raid 1/5	Local Backup	Online Backup
Hardware Failure	Yes	Yes	Yes
Software Bug	No	Yes	Yes
File System Corrupt	No	Yes	Yes
Accidental Deletion	No	Yes	Yes
Virus Infection	No	Yes	Yes
Human Error	No	Yes	Yes
Employee Sabotage	No	No	Yes
Natural Disaster	No	No	Yes
Equipment Theft	No	No	Yes
Power Surge	No	No	Yes

If possible, your “**client**” should really be protected using all three approaches.



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## Recurring Revenue Opportunities – Dr.Backup

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### ■ Initial Sale

- **50%** of client's 1st month fee
- Commissions on annual pre-paid accounts are paid in lump sum

### ■ Monthly Recurring

- Sales commissions for clients currently in service starting 2<sup>nd</sup> month (**10 - 40% of revenue for life of client**)
- Ultimately, many clients will require additional online **storage upgrades**
- **Add-ons:** more PCs, laptops, work computer at home

Over time, with diligence, monthly recurring commissions from Dr.Backup can add \$100's or even \$1,000's to your income.



## Example: Annual Commissions Paid – Recurring Revenue

Name	Year 1	Year 2	Year 3	Year 4
Rep – A	0.00	39.90	888.87	3,836.32
Rep – B	824.13	2,742.90	4,501.72	5,724.64
Rep – C	120.74	1,047.24	1,939.26	2,459.10
Rep – D	264.16	1,000.60	2,142.64	3,866.78

Significant additional revenue opportunities directly related to online backup are not included in these numbers



## Periodic Recurring Revenue Opportunities

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- Data analysis & consulting to determine mission critical files - \$\$
- Initial installation, configuration and encryption key escrow - \$
- Configuration updates for new applications - \$
- Resolution of locked file / protection issues - \$\$
- Occasional recovery of lost file - \$
- Recovery from catastrophic data loss - \$\$\$
- Add backup client to new PCs - \$\$
- Occasional version updates - \$
- Annual archive of aged data to CD/DVD - \$\$
- Disaster Recovery preparation testing (fire drill) - \$

These events do not occur monthly, but they do occur regularly and represent significant additional revenue opportunities





# Proven Sales Techniques

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- Simply ask **EVERY** client what would happen if <you fill in blank> and then **stop talking** and listen!
- Offer 30-day **free trial**
  - Position properly – critical files; \$1/day for basic service
  - **Amazingly 75%** of clients completing trial buy service!
- Position on a checklist of other essential computing services such as: virus protection, anti-spam, online backup, etc.
- Include in managed service packages for **your clients**
- Offer **Disaster Preparedness Assessment** and include online backup in recommendations
- Ask existing clients for referrals

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## Warning: Beware of “**Cheap**” Backup Services

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- You can always find somebody cheaper - not necessarily better
  - Online backup is a tool for you to **add value** to your customer’s business by protecting them against unforeseen disasters
  - If your client cannot afford \$1/day to protect critical files, are you sure that they can pay your invoice?
- As a service professional, what’s it worth for you to have access to a professional support staff when you call “**911**” for data recovery?
- You get what you pay for...who will be the next cheap online backup service to go out of business...remember AOL **X-Drive?** or HP **Upline?**
- Would you use a provider that specializes in residential backups to protect your valuable **business client?**

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## Benefits of Choosing **Dr.Backup**

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- **Company stability** – since 2001
- **Pro-Partner Program** – marketing, sales and tech support
- **Mature product** – flexible to accommodate “specials”
- **Monthly commission checks** – **no minimums**
- **Pre & post sales consulting** and advice
- **Emergency data recovery** assistance – **FTP, CD/DVD & USB HD**
- **We keep you in loop** on all customer correspondence
- **Assist in follow-up** with customer & vertical application providers
- **Work issues to conclusion** – maintain CRM history
- **Quota overdraft** – **backups keep on working**
- **No recent backup alert notifications**
- **Virtual extension** of your managed service team



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## Wrap-Up

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- Selling online backup is NOT hard – make it SOP
- Use the 30-day free trial approach – the odds are in your favor
- Recurring revenue checks will make you smile 😊
- Periodic recurring revenue opportunities are “built-in”
- We are here to help!



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