

# Anatomy of a Deal: How to Grow Your Cloud Sales



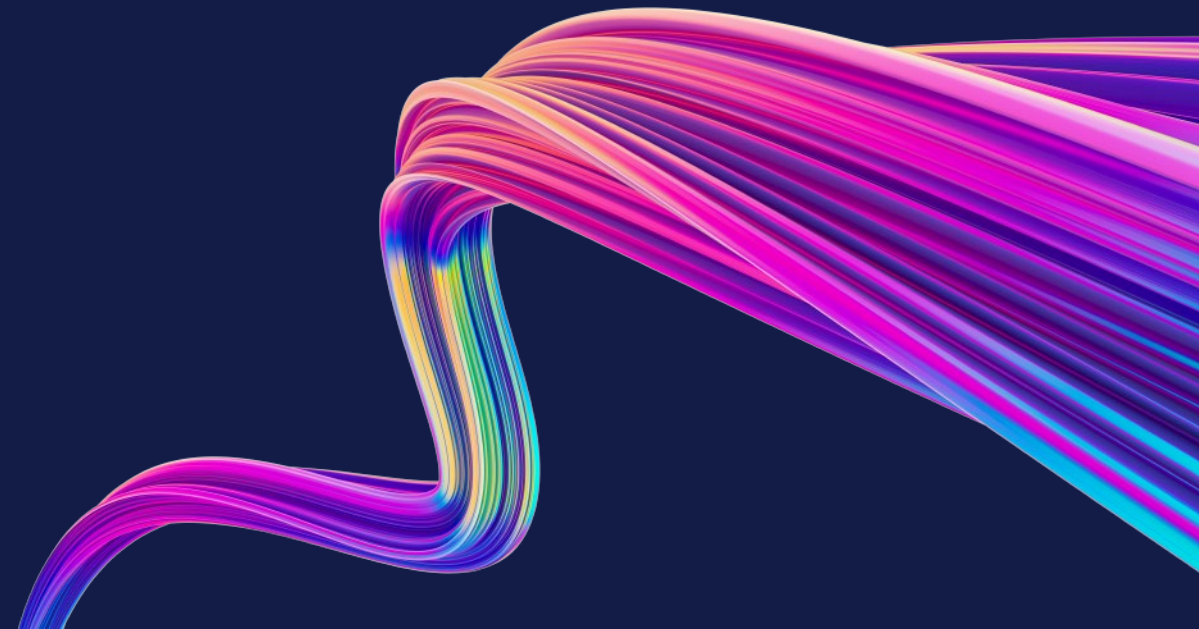
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National Partner  
Manager



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Consultant



# Reminders

This webinar is being recorded.

The deck and recording will be sent via email following the session.

If you have any questions throughout the presentation, chat them through the Q&A panel and we'll get them answered.



# The Partner Profile



The Client



Regional Bank

Seeking Value



The Partner



Telecommunications consultant  
with 20+ years of business

Neutral Guide and  
Client Champion



The Supplier



Cloud Expert  
and Evangelist

# The Client: Regional Bank

## What was the current environment like?

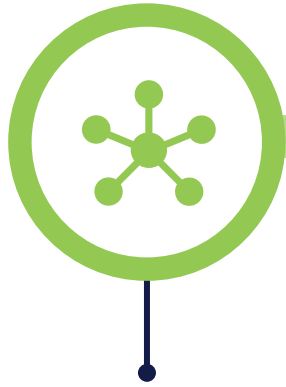
- Partner already supports network solutions
- Customer-owned hardware at branch locations
- Local MSP supports some business line functionality
- Newer dedicated IT team, looking to streamline processes

 **9** locations

 **3** IT staff

 **145** employees

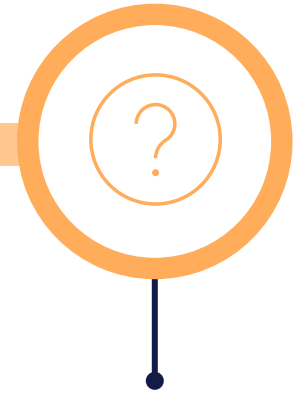
# Uncovering the Opportunity



Partner sold MPLS network originally, and looked to replace it with SASE/SD-WAN



RapidScale was engaged when partner reached out to talk ETFs for the customer



During first call to discuss SD-WAN and SASE, we asked **2 key discovery questions...**



# “What are your core applications? Where do they live?”

We use typical apps for our industry, like **Fiserv**, on-prem **file servers**, on-prem **email**, etc .

We have servers at all branches, we should **consolidate** them.

We have a **partner** that handles a lot for us, but we inherited the relationship.

In terms of SD-WAN, we asked for **network utilization** reports and our MSP couldn't provide that **visibility**...



# The Opportunities

By recognizing the client's cues, we identified additional needs we could solve for their business.

1

SD-WAN  
& SASE



The known opportunity going into discovery

2

MICROSOFT  
365



Moving off on-prem Exchange to M365 was on the roadmap

3

INFRASTRUCTURE  
AS A SERVICE



Desire to replace and consolidate aging servers at the branches

4

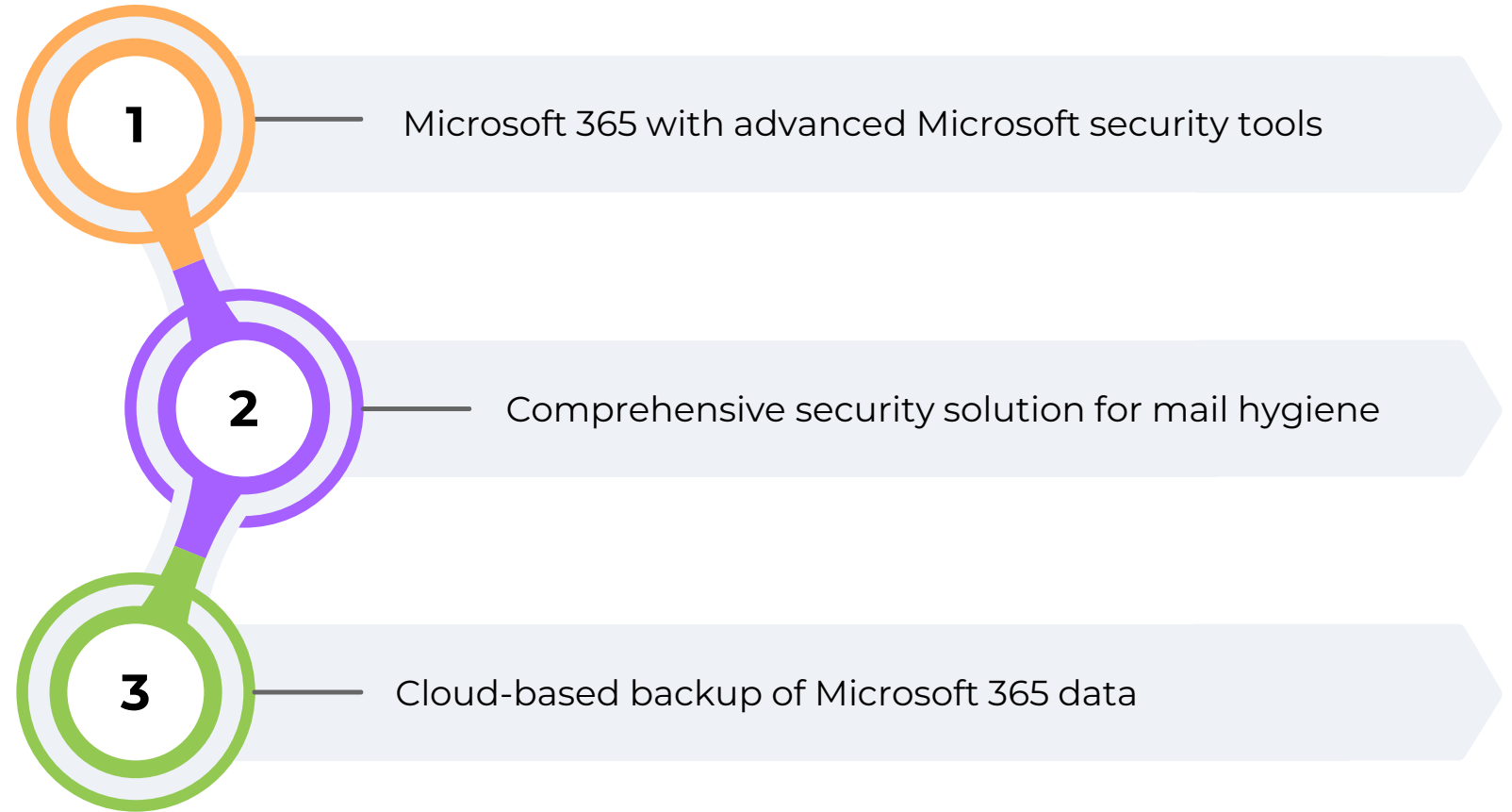
BACKUP &  
DISASTER RECOVERY



We asked how everything was backed up or replicated today

# The Outcomes – Microsoft 365

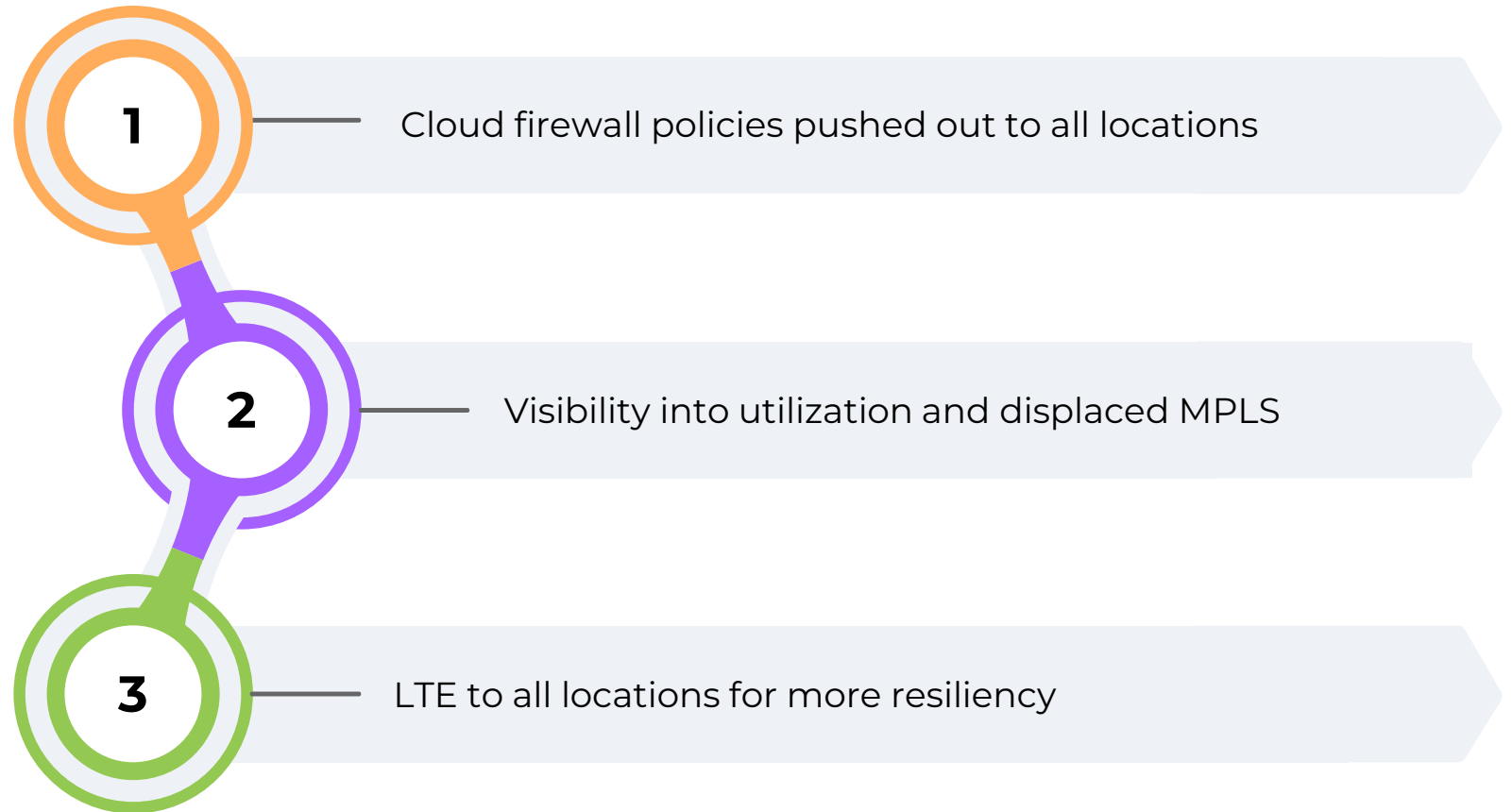
RapidScale delivered **managed Microsoft 365** to migrate the current environment, with 24/7 support. We are proving the client with a security solution to meet their compliance requirements.





# The Outcomes – SD-WAN

RapidScale delivered managed cloud-based firewall with SD-WAN devices at each location to build resiliency and streamline network connectivity.

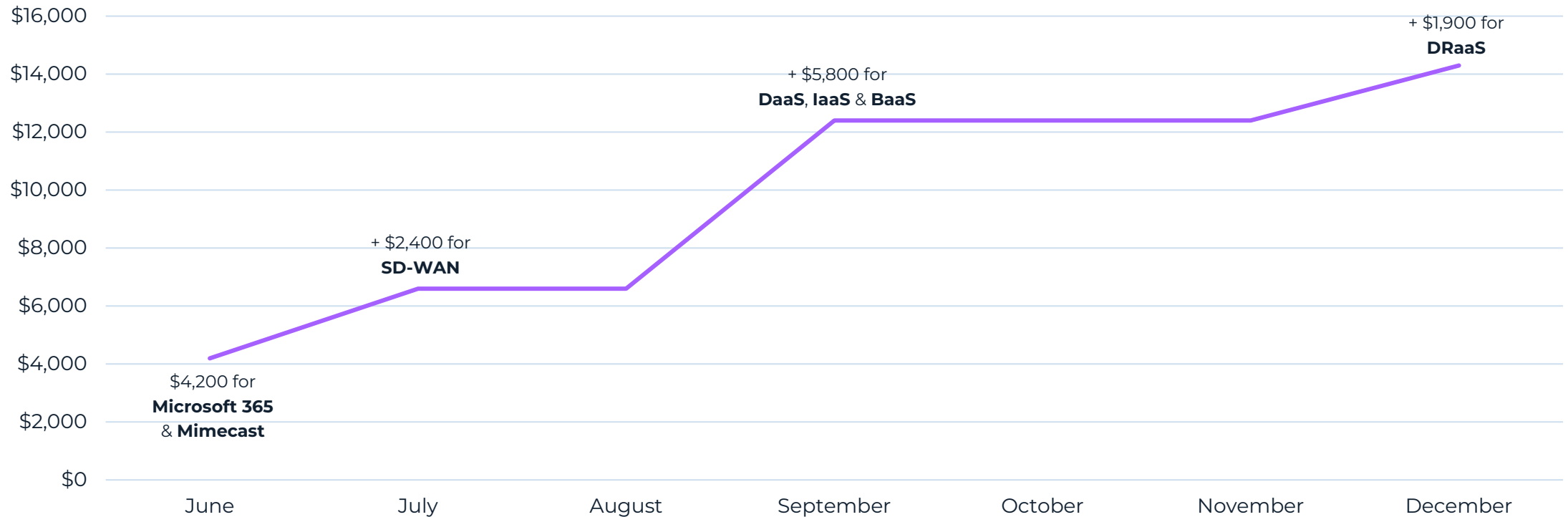


# The Economic Value

Continued engagement is key!

**\$14k MRR  
Potential**

## MRC Growth



# Engage Your RapidScale CSC

Together, we can work to uncover opportunities and better serve our customers.



**Our Sweet Spot:**  
50-1,500 Users



Limited Internal IT Resources



Remote Employees or Diverse Locations



Need for IT Cost Optimization



Highly Sensitive to Security Threats



Focused On Core Competencies



# Start By Asking These 2 Questions

What are your core applications?

Where do your applications live?



# Questions?

Keep an eye out for information on our  
October CloudEmpower Webinar!