



DIZZION PARTNER SALES PLAYBOOK

Use this powerful resource to
sell Dizzion Managed DaaS
with confidence!

CHANNEL@DIZZION.COM

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Welcome Message from Robert Green

It is my pleasure to welcome you to the Dizzion Managed Desktop as a Service partner program! We appreciate you choosing Dizzion as your preferred cloud desktop.

Your customers and prospects need Dizzion Managed DaaS now more than ever. With 30% to 50% of employees projected to work virtually on a permanent or semi-permanent basis, you can now provide a solution that keeps these remote workers happy and successful while protecting their businesses.

Since 2011, our #ONEDIZZION team and partners like you have been redefining the way the world works.

Use this playbook as a helpful resource to launch your Managed DaaS sales activity with confidence. If you get stuck or need assistance of any kind, please email channel@dizzion.com for rapid response.

Thanks again and happy hunting!

Robert Green
Dizzion President & CTO

DIZZION 101: WHAT IS A “CLOUD DESKTOP”?

What is a Cloud Desktop?

Think streaming movies on Netflix. You don't need the DVD to watch movies any more. You login to Netflix, find the movie you want, click on it and the content is delivered from the “cloud” to your screen - ANY screen.

Cloud desktops work in a similar way. Instead of needing access to the physical work computer or office network, you can simply login to your cloud desktop and work is delivered from the cloud to ANY screen. Same - or better - user experience as the office computer. Same access. Same security. Same everything.

Not the Same as “Remote Desktop”. Faster. Better.

Cloud desktops are better than remote desktop applications (“RDP”). With RDP you are accessing the actual physical computer that sits in the office. User experience is slow and interrupted. This was designed for tech support to be able to troubleshoot/fix your computer not for comprehensive remote work.

Why Are Cloud Desktops a Big Deal for Users, the Company?

When employees work remotely, they want to be able to achieve the same level of success and productivity as they normally would at the office. The business wants this too, but also the same level of compliance and protection as if the users were within the fortress of office IT security. Dizzion delivers both.

What Do You Use on Your Computer at Work?

HARDWARE

- Memory (RAM), storage (hard drive), processors (CPU), graphics card

OPERATING SYSTEM (OS)

- Windows 8, Windows 10, etc.

SOFTWARE

- Business apps like Microsoft Office
- Industry apps (Autodesk, Adobe, etc.)
- Antivirus (McAfee, Norton)
- Softphone/UCaaS/CCaaS (Avaya, Five9)
- Collaboration (Zoom, Teams, Slack)

PROTECTED CORPORATE DATA

- Shared/Network drives, folders & files



Login from Anywhere & Get Work Streamed from the Cloud.

SAME EXPERIENCE AS THE OFFICE

- Click on the cloud desktop icon
- Login to your Dizzion desktop
- Windows OS launches
- Open desired software, browser
- Create/Modify files
- Save / Print / Email the files
- Have a video call, use softphone
- Access your shared drives

ANY END USER DEVICE PERFORMS LIKE A NEW MACBOOK PRO!



DIZZION CLOUD DESKTOPS - THE OFFERING

CORE SERVICES



DaaS Complete

- Dizzion's industry-leading cloud desktops are built as golden images matching customer-defined user types. Then it is a question of how many of each.
- A full suite of managed desktop services is included in the overall cost, for a turnkey DaaS solution.
- With DaaS Complete, the Dizzion team manages the underlying IBM Cloud environment as well as the desktops, ideal for busy IT departments.
- HIPAA, PCI-DSS Level 1, SOC 2 Type II, GDPR compliant
- Deploy from 43 IBM Cloud global data centers



DaaS Anywhere

- The same industry-leading, customizable cloud desktops as Dizzion DaaS Complete.
- A full suite of managed desktop services is included in the overall cost, for a turnkey DaaS solution.
- Customers manage the underlying IBM Cloud. Dizzion builds and manages the desktops on top.
- HIPAA, PCI-DSS Level 1, GDPR compliant DaaS
- Deploy from 43 IBM Cloud global data centers

PERFORMANCE ADD-ONS



Managed Desktop Compliance

- Dizzion handles the majority of desktop-related PCI-DSS, HIPAA and GDPR compliance for the customer, reducing risk and operational complexity.



NVIDIA GPU Desktop Add-on

- For media-intense workloads like Autodesk, Adobe, video calls, and more, add a cutting-edge NVIDIA GPU to any Dizzion cloud desktop / desktop group.



Dizzion zLink - Secure Endpoints

- **zLink** | Extends the life of any x86 64-bit device. Wipes the OS and converts devices into thin clients. Runs in a matter of minutes. Can be remote-locked.
- **zLink+** | Small form-factor thin client used to connect to Dizzion cloud desktops. Requires up to 60% less power than a traditional desktop.
- **zLink BYOD** | Software that enables compliant controls and validation of an end-user's device.



Application Streaming

- Ensure a professional experience when streaming applications. Say goodbye to latency and delays that threaten productivity and professionalism.



Cloud Burst Temporary Desktops

- For companies with seasonality or disaster recovery need, Cloud Burst spins up on-demand and is billed per day until things return to normal.



Content Filtering

- Concerned about end-user distractions while they are working remote? Filter what content they can consume as a seamless way to guarantee productivity.

NEED ASSISTANCE? EMAIL CHANNEL@DIZZION.COM

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DIZZION FLEXIBILITY: THREE WAYS TO DELIVER CLOUD DESKTOPS






Cloud Desktops for the Do-It-Yourselfers, the Outsourcers and Everyone in Between.

FOUNDATION*	DAAS	MANAGED DAAS
<ul style="list-style-type: none"> • DIY DaaS • Automated orchestration with Infrastructure & service deployment • Ongoing base golden image management & monitoring • Option to bundle Horizon, Windows OS and Office / Office 365 licensing • Coming H2 2021 	<ul style="list-style-type: none"> • Lifecycle Managed DaaS • Includes Foundation DaaS features • Horizon infrastructure support and management • Includes major Horizon upgrades • Ideal for DIY'ers with limited staff, resources or desktop expertise 	<ul style="list-style-type: none"> • Fully Managed DaaS • Includes Foundation + DaaS features • End-to-end cloud desktop management and support • Ideal for those looking to “set and forget”, propensity to outsource
<p>30% DIZZION MANAGED</p>	<p>65% DIZZION MANAGED</p>	<p>90% DIZZION MANAGED</p>

Additional Benefits and Information for IBM Sellers

<p>Choice of Infrastructure: B.Y.O. or Dizzion IBM Cloud</p>	<p>Global deployment: Any IBM Cloud location</p>	<p>Minimum Order: 50 Desktops</p>	<p>Compliance on Dizzion-provided IBM Cloud only</p>
<p>Compete with AWS & WVD: Better Value, Similar Cost</p>	<p>Easy Ordering & Comp: IBM Cloud Marketplace</p>	<p>Rapid Deployment: Horizon Automation (Day 1, 2 Svcs)</p>	<p>Win 10 / O365 Licensing: Via CSP Direct</p>

WHY CHOOSE DIZZION? REAL VALUE. REAL DIFFERENTIATION.

 <p>PROVEN</p> <ul style="list-style-type: none"> • Excellence since 2011 • Gartner top DaaS provider • Strong financials: Inc. 5000 four years in a row 	 <p>PERFORMANCE</p> <ul style="list-style-type: none"> • Only Five9-certified DaaS • Latency-free voice, video • Benchmarked against new Macbook Pro 	 <p>PROTECTION</p> <ul style="list-style-type: none"> • Best-in-Class compliance • Layered, tested security • Resilient: HA, BCDR-ready, 99.99% SLA 	 <p>PLATFORM</p> <ul style="list-style-type: none"> • Global availability • C3 portal data, automation • Seamless extension of digital transformation 	 <p>PEOPLE</p> <ul style="list-style-type: none"> • Turnkey DaaS solution • Tenacious D commitment • Our team is your team: highly skilled, responsive
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THE DIZZION VALUE PROPOSITION

Since 2011, organizations with high-performing remote workforces have chosen Dizzion's managed Desktop as a Service to protect critical data while providing the optimal work from home - or work from anywhere - experience.

Dizzion outperforms commodity offerings, delivering unparalleled voice and video from any Internet-enabled location in the world.

UNIQUE DIZZION CAPABILITIES

- **Global Delivery** | Deploy from 43 IBM Cloud data centers.
- **Custom-Built C3 Portal** | Reporting Analytics, Automation
- **Managed Cloud Desktop Compliance** | PCI, HIPAA, GDPR
- **Only Five9-Certified Managed DaaS** | Ideal CCaaS Desktop

COMMON PAIN POINTS ADDRESSED BY DIZZION

Disgruntled Remote End Users	Out-of-Compliance with Remote Users, BYOD	Can't Support a Full-Scale WFH Program
<ul style="list-style-type: none"> • Not a viable office alternative • Failing collaboration apps • Slow VPN, shared drives 	<ul style="list-style-type: none"> • Unprotected public Wifi use • Unsafe personal device use • Unauthorized file sharing 	<ul style="list-style-type: none"> • IT / EUC skills gaps • Not enough resources / staff • Cuts make DIY VDI impossible

Integration Complexity, Digital Transformation	Frequent Outages, Unreliable Desktops	Underperforming Cloud / Virtual Desktops
<ul style="list-style-type: none"> • Multiple clouds, new tech • Legacy apps / hardware / VDI • No documentation, mapping 	<ul style="list-style-type: none"> • VPN / Network outages • Data center downtime • Hardware failure (legacy, EOL) 	<ul style="list-style-type: none"> • Lost data, no backups • Basic app / software failure • Lack of vendor capabilities

TARGETING: IDENTIFYING THE IDEAL PROSPECT

TARGETING CRITERIA						
INDUSTRY Ideal Vertical / Offering	Companies with Contact Centers	Healthcare, Hospitals	Financial, Banking	Insurance (All Types)	Legal Services, Law Firms	IT Services, ITO / MSP
COMPLIANCE Involved with Regulated Data	Customer Need, Credit Cards	HIPAA, ePHI / PII	PCI-DSS, Credit Card, PII	HIPAA, PCI-DSS, ePHI, PII	eDiscovery, PII	Type of Customer, Data, System
COMPANY SIZE # Seats / # Desktops	SME: 50+ Seats Enterprise: 1,000+	SME: 50+ Seats Enterprise: 1,000+	SME: 50+ Seats Enterprise: 1,000+	SME: 50+ Seats Enterprise: 1,000+	SME: 50+ Seats Enterprise: 1,000+	SME: 50+ Seats Enterprise: 1,000+
LOCATION National, Global	Multiple Locations, National, Global	Multiple Locations, National, Global	Multiple Locations, National, Global	Multiple Locations, National, Global	Multiple Locations, National, Global	Multiple Locations, National, Global
IT DECISION MAKER Leadership, Functional Lead	IT Executive: CTO, CIO, VP/Dir. IT	Exec: CIO, CTO, VP IT Role: EUC, Mobility	Exec: CIO, CTO, VP IT Role: EUC, Mobility	Exec: CIO, CTO, VP IT Role: EUC, Mobility	IT Executive: CTO, CIO, VP/Dir. IT	CEO, CIO, CTO EUC Offering Lead
OPS DECISION MAKER Contact Center Lead	Lead Contact Center Ops (VP)	Lead Contact Center, CX/Service	Lead Contact Center, CX/Service	Lead Contact Center, CX/Service	Lead Contact Center, CX/Service	Lead Contact Center, CX/Service
INNOVATION INFLUENCER Digital Transformation Lead	IT Executive: CTO, CIO, VP/Dir. IT	CTO, Digital Transformation Lead	CTO, Digital Transformation Lead	CTO, Digital Transformation Lead	IT Executive: CTO, CIO, VP/Dir. IT	CTO, Digital Transformation Lead
STRATEGY INFLUENCER Strategy Lead	CEO, Chief Strategy Officer	Chief Strategy Officer	Chief Strategy Officer	Chief Strategy Officer	CEO, Managing Partner, CSO	CEO, Chief Strategy Officer
RISK INFLUENCER Security / Compliance Lead	CISO, Risk/Audit/Compliance Lead	CISO, Risk/Audit/Compliance Lead	CISO, Risk/Audit/Compliance Lead	CISO, Risk/Audit/Compliance Lead	CISO, Risk/Audit/Compliance Lead	CISO, Risk/Audit/Compliance Lead

GETTING STARTED: TOP 5 DISCOVERY QUESTIONS

<p>1</p> <p>Things have been crazy for me since COVID. How has it affected your world? Business ok? Almost back to normal?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> Scramble to enable remote working Empathy moments, challenges require help More work added to an already full plate 	<p>2</p> <p>We have seen clients struggle with compliance while employees are working remote. Having the same issues?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> Same challenge Haven't figured out, especially BYOD Don't have time to fix Employees don't think, are a big risk 	<p>3</p> <p>How are employees liking work-from-home? Business as usual? Complaining about performance / issues?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> Poor performance, Crashing apps (Zoom, Teams, email) Access / VPN issues Not as productive, blame IT 	<p>4</p> <p>How is your digital transformation initiative coming along? On-hold due to COVID response or all systems go?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> On hold, WFH priority Still moving forward, but slowed down due to COVID Back on the priority list for 2021 as 2020 was all about COVID 	<p>5</p> <p>Are you budgeting for a long-term remote working solution for implementation in 2021? If so, what's the plan?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> On hold, WFH priority Still moving forward, but slowed down due to COVID Back on the priority list for 2021 as 2020 was all about COVID
<p>FOLLOW-UPS</p> <p>What's the long-term plan? Back to the office or permanent WFH?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> Permanent remote, WFH Remote working at least a few days per week May opt to save money on office leases 	<p>FOLLOW-UPS</p> <p>Thoughts on outsourcing "remote work" compliance to an IT partner?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> Interested If done well, like it Have always done in-house, so haven't thought about it 	<p>FOLLOW-UPS</p> <p>Did you set up virtual desktops? If so, DIY or DaaS? How is it working?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> No virtual/cloud desktops In-house VDI / DaaS not working Not sure, but need a better long-term solution 	<p>FOLLOW-UP</p> <p>Does digital transformation roadmap include DaaS or are desktops stand-alone?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> Yes key part of dig. trans. On the roadmap, but long-term requirement On the roadmap, but complex integration 	<p>FOLLOW-UP</p> <p>Considering managed DaaS as part of the solution? If so, requirements? If not, why?</p> <p>LISTEN FOR...</p> <ul style="list-style-type: none"> Yes, compliance, perform Yes, defining reqs now No, prefer in-house No, heard they don't work Unsure, planning stages

MANAGED DAAS USE CASES: FINDING THE PERFECT FIT



WORK FROM HOME

60%-100% of employees to work remote at least part time post-COVID.

3 Reasons It's a Good Fit

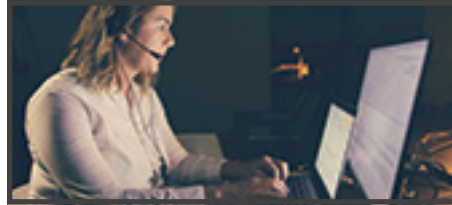
- Hot 2021 budget priority for almost every business right now
- Affects all employees, so IT needs it to work and work well, max uptime
- At home, security and compliance risks abound, IT needs protection

Use Case Discovery Questions

- 2021 budget for long-term WFH?
- Were you able to maintain compliance amidst COVID WFH?
- Letting employees use their devices?
- Permanent WFH for most workers or going back to the office?
- Happy employees? Issues?

Trigger Words / Indicators of Fit

- Mobile workers, security risks, out of compliance, BYOD, budgeting for 2021 long-term WFH solution



BRING YOUR OWN DEVICE

41% use personal devices to access sensitive data while WFH.

3 Reasons It's a Good Fit

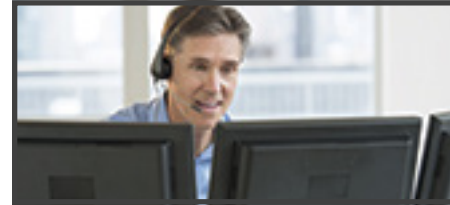
- With Dizzion zLink BYOD, regulated companies maintain compliance
- Expensive to ship computers to everyone, BYOD makes sense / cents
- Companies need protection from bad end-user device decisions

Use Case Discovery Questions

- Were you able to maintain compliance amidst COVID WFH?
- Do you have a BYOD policy in place?
- Any BYOD-related breaches to date?
- How do you prevent unauthorized file sharing from personal devices?
- Using VPN? Slow? Reliable?

Trigger Words / Indicators of Fit

- No policy, compliance, WFH, performance / productivity problems,



CONTACT CENTERS

Only Five9-certified DaaS, ideal performance for Contact Center Apps.

3 Reasons It's a Good Fit

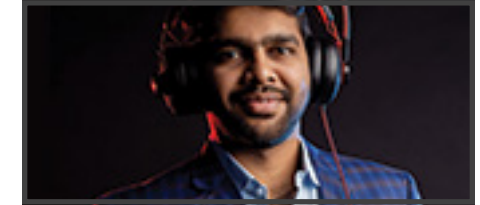
- Spikes: COVID caused spike in WFH agent needs, seasonal demand
- Agents use software that combines voice, video, analytics and more
- Desktop performance, compliance critical to business success

Use Case Discovery Questions

- What software are you using?
- Do you take credit cards? PCI-DSS?
- Physical contact centers or virtual?
- Global operations / agents / clients?
- Tracking WFH agent productivity?
- Do you outsource contact centers?

Trigger Words / Indicators of Fit

- Five9 software user, credit cards, PCI-DSS compliance, virtual agents, seasonality



CONTRACT EMPLOYEES

~70% of companies can link a data breach to 3rd-party vendor access.

3 Reasons It's a Good Fit

- Contractors in most cases prefer to use their own devices
- Contractors need to collaborate and more productive means less cost
- Contractors in most cases are temporary - spin up / down

Use Case Discovery Questions

- Using contractors? How? How many?
- How do you ensure network / security with contractors?
- Ship computers or BYOD?
- Handling regulated data?
- On-shore, near-shore, off-shore?

Trigger Words / Indicators of Fit

- Compliance, temporary, BYOD, global, data breach, productivity / performance problems

MANAGED DAAS USE CASES: FINDING THE PERFECT FIT (CONT.)



COMPLIANCE

63% fear remote work could impact their regulatory compliance.

3 Reasons It's a Good Fit

- Dizzion sweet spot - we offer the best desktop compliance. Period.
- Regulated companies are willing to pay a premium to stay compliant
- Speed to compliance - Dizzion gets WFH compliant faster than in-house

Use Case Discovery Questions

- Are you regulated by HIPAA, PCI-DSS or GDPR compliance? Describe.
- Are/Were you able to maintain compliance amidst COVID WFH?
- Letting employees use their own devices? Permanent WFH?
- Concerned about upcoming audit fails? Lack of control, breaches?

Trigger Words / Indicators of Fit

- PCI-DSS, HIPAA, GDPR, resource gaps, BYOD, out of compliance



MERGERS & ACQUISITIONS

McKinsey: ~60% of M&A synergies relate to IT, not given proper priority.

3 Reasons It's a Good Fit

- Standardization is critical during M&A and Dizzion DaaS provides it
- Control of sensitive corp data is critical during M&A
- Rapid scalability is critical with secure contractor integration

Use Case Discovery Questions

- Describe the resulting end-user computing environment post M&A
- How many new employees to onboard post M&A? How fast?
- Will you be using contractors to help with M&A? What level access?
- Will you be issuing new computers or letting people use their own?

Trigger Words / Indicators of Fit

- Standardize new employees, M&A contractors, compliance, BYOD



SEASONALITY

NYT: seasonal businesses make 70% of their revenue in a few months.

3 Reasons It's a Good Fit

- Seasonal businesses need to be able to efficiently spike up/down
- Seasonal business cannot afford downtime/slow performance at peak
- Many seasonal businesses have PCI-DSS compliance needs (credit card)

Use Case Discovery Questions

- What is your "busy" season? How much of your revenue in this time?
- How do you handle credit card transactions? In-house/outsourced?
- How do you handle staffing needs during periods of peak demand?
- If you employ a temporary team, do you let them use their own devices?

Trigger Words / Indicators of Fit

- Holidays, demand spikes, can't afford downtime, slow, credit cards



MEDIA WORKLOADS

GPU (graphics) market expected to grow at a 33% CAGR from '20-'25.

3 Reasons It's a Good Fit

- Dizzion has mastered NVIDIA GPU integration with DaaS since 2017
- GPU users are highly performance-sensitive, not tolerating any latency
- Media workload end users are willing to pay extra for performance

Use Case Discovery Questions

- What software/applications do your end users need outside of Office 365?
- How are you handling meetings with everyone working from home?
- Healthcare: describe your strategy as it pertains to telemedicine.
- Does your business produce media-based products/services?

Trigger Words / Indicators of Fit

- Autodesk, AutoCAD, Revit, Adobe, GPU, graphics cards, telemedicine

SALES PROCESS: THE ROAD TO FINANCIAL OPPORTUNITY



Dizzion Managed DaaS Is Sold By-the-Desktop or Per User / Seat. Most Deals Exceed 50 Desktops Per Customer.

Discovery calls with prospects identify user "types" and a total number of users for each type.

Example: contact center agents working virtually need a cloud desktop that can power CCaaS, different than the everyday business app user. How many cloud desktops of each type will drive the price of the service.

It may be a one-to-one user-to-desktop need, but Dizzion also offers the ability to have multiple users on a single desktop with "concurrency". This helps save money for customers with shift changes or similar use case where the morning, afternoon and evening end users would use the same cloud desktop.

Prospects Love to Demo Dizzion's Custom-Built C3 Customer Portal.

Once you have identified interest in Dizzion cloud desktops and are moving toward capturing qualifying data, schedule a demo of the Dizzion C3 customer portal.

Prospects are very impressed with this custom-built tool as it is 100% unique to Dizzion and features value-adding capabilities like reporting, analytics, automation and orchestration at no additional cost. Dizzion can help with your demo if you would like a SME on your sales call. See the "Scheduling Dizzion Resources" section near the end of this package for how to get started with your C3 demo.

THE FINANCIAL OPPORTUNITY FOR YOU

Deal Size	MRC (USD)	Term (Mo)	TCV
Enterprise	\$100,000	36	\$3.6M
Average	\$15,000	24	\$360K
SME	\$7,000	24	\$168K

IBM customers skew larger for lucrative deals.

**Numbers based on actual Dizzion data. Subject to change. No guarantee of success.*

SUCCESS STORIES: REAL CUSTOMERS. REAL VALIDATION.



Global Outsourcer

Transcom WorldWide AB is a Swedish outsourcing company which provides customer care, sales, technical support and collections services through an extensive network of contact centers and work from home agents.

- 29,000+ employees worldwide, 21 countries served
- Hybrid model: 50 contact centers + global WFH agents

Tried In-House VDI, Highly Inefficient

- Each WFH agent had a different network setup
- In-house virtual desktop package was 6 to 7 GB in size
- 6-7 hours per user for downloads, patch, upgrade, etc.

Dizzion DaaS Complete (1,200 Desktops)

- Reduced onboarding time by >2400%
- PCI-DSS compliance achieved, maintained
- Successful global expansion, reduced complexity (BYOD)

In Their Words

"Dizzion was the direct answer to the bigger issues we had with home agents and BYOD...The service time drastically decreased from 6-7 hours to 15 minutes. Our agents didn't have to go out and buy a whole new computer, it was just a software update."

[READ THE FULL STORY](#)



The Best Steaks in the World

A passion built into a company. A company built into an icon. One thing at the center: THE BEST STEAKS IN THE WORLD.

- Since 1917: 100+ years of operational excellence
- 50+ retail stores, 3 processing locations, 2 distro centers
- 1,800 employees.

Huge Seasonal Demand, Need Elasticity

- 4 million customer contacts every year
- Majority of demand during major holidays
- Strain on contact center operations, support

Dizzion DaaS Complete + zLink BYOD

- Easy onboarding, enabled spin-up/down of virtual agents
- Reduced operating costs, no new endpoint purchases
- Increased productivity, revenue generation & customer sat

In Their Words

"Dizzion enables us to respond faster and more effectively to unpredictable business change. Their proven global performance means our steak experts are able to deliver the same best-in-class service, working from home."

[READ THE FULL STORY](#)



Leading Provider of Smart Home Services

Vivint Smart Home is the leading provider of smart home services. Vivint delivers an integrated smart home system with in-home consultation, professional installation and support delivered by its Smart Home Pros, as well as 24-7 customer care and monitoring.

Dedicated to redefining the home experience, Vivint serves 1M+ customers throughout the U.S. and Canada.

Rapid Growth Strained Talent Pool, Security

- Needed talent to fill agent positions, slow on-boarding
- Tighten security with outsourcing partner integration
- Keep customers happy and capitalize on momentum

Dizzion DaaS Complete (1,800 Desktops)

- Reduced BPO on-boarding time by 224%
- Scalability: two stages of rapid expansion (2X and 5X)
- Exceeded security and performance expectations

In Their Words

"My favorite thing about Dizzion is that it just works. Our implementation was painless. Not having to worry about the technology allows me to focus on our customers."

[READ THE FULL STORY](#)

DEALING WITH PUSHBACK - SIX COMMON OBJECTIONS

Too Expensive

“Dizzion costs too much, not in the budget...”

COUNTER WITH...

- Turnkey: full suite of services
- How important is performance
- Staying compliant is a big deal
- Happy end users: peace of mind

Too Risky

“Outsourcing desktops is too risky...”

COUNTER WITH...

- Proven: excellence since 2011
- Trusted by VMware, IBM, MSFT
- Army of happy customers
- Industry-leading compliance

Heard It Doesn't Work

“Friend of mine tried DaaS, said it didn't work.”

COUNTER WITH...

- Not all DaaS is the same
- Get what you pay for
- Benchmarked against Macbook
- Only Five9 certified DaaS

Data Governance

“Can't use DaaS because of data governance...”

COUNTER WITH...

- Localize in each country
- GDPR compliant for EU
- Talk with our global customers
- Global IBM Cloud delivery

Sensitive Data

“We handle sensitive data, highly regulated...”

COUNTER WITH...

- This is our sweet spot
- #1 managed DaaS compliance
- Can handle compliance for you
- PCI-DSS, HIPAA, GDPR, SOC 2 Type II

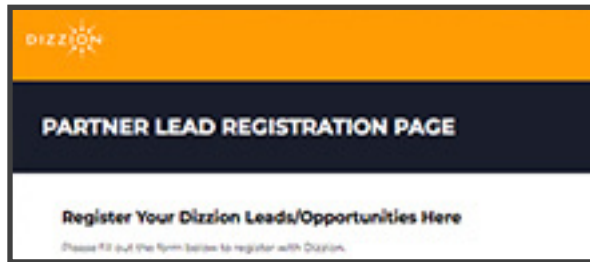
Prefer to Keep In-House

“Prefer the control of keeping it in house...”

COUNTER WITH...

- DaaS Anywhere, C3 portal
- Our team is your team
- Is it really worth the hassle?
- IBM Cloud integration

HOW TO ENGAGE: REGISTRATION, SCHEDULING & COMP



“Dizzion Managed DaaS is the comprehensive and enterprise-class solution IBM’s discerning clients are seeking. We go to market together with confidence, knowing IBM global clients receive proven, high-performing and secure cloud desktops on IBM Cloud.”

Steven H. - IBM Cloud Program Director

REGISTER YOUR LEADS

Step 1 - Fill Out the Lead Reg Form

<http://go.dizzion.com/ibm.html>

Step 2 - Data Transfer Call

After you submit your lead, a Dizzion Channel Team Member will reach out and schedule a call to go over the details of your referral to ensure ideal pursuit.

Step 3 - Confirmation

Upon completion of the information gathering process, you will receive confirmation that your lead is officially registered and reserved in Dizzion’s CRM. This prevents other partners or internal sales from selling to your referral.

REGISTER A LEAD HERE

ENGAGE DIZZION RESOURCES

The Dizzion Channel Email Address:

Channel@dizzion.com

Dizzion Partner Resource Library:

Looking for tools to help you market Dizzion Managed Desktop as a Service? Head on-line to the Dizzion partner resources library.

<https://www.dizzion.com/partner-resources/>

Calls with Dizzion Design / SME’s

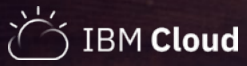
Running point on your opportunity? At the DaaS Design stage or need a Dizzion technical resource for a virtual mtg/event? Email the channel address above to schedule a Dizzion SME.

SCHEDULE A CALL

About Dizzion

Dizzion, Inc. is a leading provider of high-performance managed Desktop as a Service (DaaS) to the global remote workforce. Founded in 2011, Dizzion’s proven end-user cloud platform enables maximum work from home success while protecting business process outsourcers (BPO), enterprise contact centers, healthcare, financial services, and insurance companies with real HIPAA, PCI-DSS and SOC 2 Type II compliance. Customers further digital transformation with global IBM Cloud delivery, seamless hybrid IT integration, zLink secure endpoints, and COSMOS orchestration and analytics. Visit dizzion.com for more information.

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