How FuseExpertise Helps VARs Be More Effective

Most VARs represent several vendors but they are, increasingly, getting squeezed trying to find and sell new business. It seems every time they do find a new opportunity, fifteen other VARs want to quote on the same business. Margins on this business are slim, at best. A VAR's response is to sign with other vendors who offer similar products and services at less money and/or with a better reseller program. They end up representing a large number of vendors but don't really know the competitive advantages of any of them. A vendor's typical response is to sign up more VARs to meet their monthly objectives. The problem continues.

What VARs need is a concerted effort of the part of the vendors to help them grow their business, to help them find new opportunities, and to deliver quality products and services to their clients. Few vendors are doing this well. Yes, there may be some online ordering, and a portal for technical questions and assistance - but this is always after a need has been identified and filled.

Here is a solution from FuseExpertise that will help grow your business. FuseExpertise is a patented Software-as-a-Service (SaaS)^{TM} platform for assessing, creating, sharing and managing subject matter expertise and intellectual property. The technology is unique in that it transforms simple text into a framework that dramatically improves retention, execution and accountability.

The current FuseExpertise IT Health for SMB allows VARs and IT managers to conduct IT assessments, plus capture and share their own expertise. The content in this library allows companies to benchmark against over 150 IT topics. They can score, assess, budget, and set priorities and improvement plans. Users can also capture their own expertise with checklists, procedures processes and guides - and make them operational and reviewable by establishing employee, date, asset, and event routines. Detailed reports can be rebranded with your logo and can exceed 150 pages if all topics are included in an assessment.

The IT assessment allows the VAR to have a different conversation with a client around why specific functions are important - and then actually review their performance. In over 97% of the assessments completed VARs identify problem areas that require additional products and services that the client was not aware of before the assessment. Most of these are supplied by the VAR who conducted the assessment. Additionally, many VARs continue with an annual review of the client's IT operation to monitor performance as changes occur. Clients find that these assessments are beneficial and, significantly, reduce major IT problems before they happen.

FuseExpertise and the IT Health Assessment for SMB are licensed per user. The annual fee is US$249 and includes unlimited client assessments, plus the ability to develop content and share it within the community. Individual FuseExpertise licenses to create and use content (excluding the IT Health Assessment library) is US$60 per year.

Every sales rep and consultant should have a license and use it to find new opportunities in their current base and to gain new customers. VARs could conduct a free two hour assessment of, say, 30 corporate topics and, based upon the results, sell more products and services. They

would then have the ability to convince a client that a more in-depth analysis could uncover more issues - and charge the client for their time.

Although the world seems to be moving towards outsourced managed services, clients still need the experience and advice of a professional to ensure their IT operation is performing correctly.

FuseExpertise is an excellent way to drive more business and deliver a better experience for your customers.

For more information visit www.fuseexpertise.com or contact Keith Taylor ktaylor@fuseexpertise.com

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Disaster Recovery Plan

VAROfficeSuite

A disaster recovery plan should be in place, and it should be well documented.

Assessment Information

Assessment Method(s):

- Inspect disaster recovery plan documentation.

Risks and Opportunities:

- If a disaster recovery plan is not in place and documented, and a catastrophic event occurs, the company may be out of business or at least significantly impaired.

Tips and Tricks:

- Create a disaster recovery plan and document all procedures.
- Ensure functionality of all procedures and modify the plan as necessary.
- Maintenance of the plan is critical to the success of an actual recovery (i.e. an ongoing testing schedule should be implemented).
- Recovery procedures are the cornerstone of a disaster recovery plan - in other words, what will be done, in what order, and by whom?
- Designate a person as the prime resource for recovery/business continuity planning, if this is possible, and form a committee to support this individual.
- A Business Impact Analysis can be a valuable investment to determine the hourly or relative value of your important business processes and to help business management and IT personnel agree o
- Strive for continuity as opposed to recovery.
- Store a copy of the disaster recovery plan in a secure off-site location.

Research Management

Google Broad Keywords: disaster recovery planning
Google Narrow Keywords: disaster recovery planning business continuity emergency plan

Sample Assessment

Prepared for: Technoplanet - Julian Lee

Report date: 07/29/2014

Assessment: Office

Total possible score: 134

Current score: 73

Total score %: 54

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Score

	Priority	Budget	Current Score	Max Score	Percentage
Respond to as many answers as are appropriate.					
Does your company back up all mission critical data at least daily? (5 pts) ✔					
Are company backups sent within 24 hours to a safe, off-site archive? (4 pts)					
Does your company have a common policy for backup and recovery procedures that includes remote company locations? (3 pts)					
Have you used a business impact analysis (BIA) to quantify and rank the financial risk of outages to all vital functions? (3 pts) ✔					
Does your company have a written disaster recovery plan that includes data backup and archive procedures? (5 pts)					
Has your company tested your disaster recovery plan using a worst-case scenario, such as loss of an entire facility? (5 pts)	5 - Urgent Priority	$2,000.00	12	39	31 %
Did tests of your disaster recovery plan prove that you could recover critical business functions within recovery time objectives? (4 pts) ✔					
Is your disaster recovery plan updated regularly to keep it current with business and staffing changes? (3 pts)					
Are you aware of your legal and fiduciary liability for disaster recovery readiness? (4 pts)					
Has your company's top management approved sufficient budget and other resources to support your computer system disaster recovery readiness? (3 pts)					

Assessment

Recommended Action:

ASAP deal with this.,

Assessment Detail:

Below good practices

Tasks

	Status	Start Date	Due Date	% Complete	Comments
Investigate options	0 - Not Entered	4/18/2013		0 %	