



How FuseExpertise Helps Vendors Make Their VAR Channel More Effective

You have product data sheets and specifications. You have sales training materials. You have a sales channel. You have spiffs and promotions. So what seems to be the problem? Do you need more channel partners or do you just need to make your existing channel partners more effective?

Maybe you do have too many channel partners who find that every time there's an 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 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 monthly objectives. The problem continues.

What VARs want is a concerted effort by 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.

For the most part, vendors would like to have their own people in front of clients so that they can be focused, trained and experienced in finding new business opportunities for the vendor. The cost factor makes this business model unrealistic in today's market.

But what if you could provide a tool that each VAR could use to help grow their business and increase the sale of your products and services at the same time? What if the delivery of this tool would allow you to monitor, manage and measure how each VAR is using the tool, with specific feedback received from their customers? What if this tool could deliver the right message that you, the vendor, want delivered to potential clients, re-framed in the best context of your products and services - key features and capabilities, why they are important, the main criteria to consider for selecting the right vendor besides the price, and why the best individual product may not be the best overall solution for your business. What if a tool could deliver this capability, consistently, through your entire channel of VARs?

Here is a solution from FuseExpertise that works. FuseExpertise is a patented Software-As-A-Service (SaaS)[™] platform for assessing, creating, sharing and managing subject matter expertise and intellectual property. The technology is unique in that it transforms 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.

The IT assessment allows the VAR to have a different conversation with a client on 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 can help vendors simply take the content for their specific products and services and turn it into a best practices assessment. The categories and topics would deliver the message and the score card for performance, measured against criteria you believe is the most important and will deliver the best value, overall, to the client. We expect VARs will identify new opportunities for products and services that will be delivered. The program works because this is the vendor's message being delivered by the VAR. They don't need to remember your competitive advantages; they simply need to conduct the assessment with the client. The client receives a professional looking assessment of their IT operation with specific product and service recommendations for your products and services. It is much easier to identify business risks, the total cost of ownership and the advantages of a complete integrated solution during an assessment than during a crisis where the main goal is to just fix the immediate problem.

FuseExpertise could be an excellent way to drive more business through your current VARs and to deliver a better experience for their customers with your products and services. For more information visit www.fuseexpertise.com or contact Keith Taylor ktaylor@fuseexpertise.com

Disaster Recovery Plan

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 that 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 on recovery priorities.
- Shove 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

VAROfficeSuite

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)	5 - Urgent Priority	\$2,000.00	12	39	31 %
Has your company tested your disaster recovery plan using a worst-case scenario, such as loss of an entire facility? (5 pts)					
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

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