

HOW TO SELL BCDR TO YOUR BOSS

Building a business case for a new business continuity and disaster recovery (BCDR) solution can be an overwhelming and cumbersome process. There's an inherent discomfort in having to present the case to key decision-makers. This may be due to anticipating the perception of your boss(es). Perhaps they had hand-picked a solution that's still under contract and you fear the negative consequences of proposing an alternative? Perhaps you're trying to comply with a top-down culture and you fear the repercussions of implying that prior decisions were inadequate or not future-proofed?

Regardless, it really all boils down to one question:

How do you make the case to sell a new BCDR solution to key decision-makers in your organization knowing that they may be resistant to change?

Our checklist breaks down the areas to consider when building your case for a BCDR solution and outlines ways to alter the perception of reluctant leadership.

1

DEFINE THE PROBLEM

Your pitch should lead into the solution with a description of the problem. Ask yourself “why” several times to identify the problem and understand the cause. Break down the pain points into dollars and cents. This will give decision-makers clarity on the opportunity cost of not having a BCDR solution in place.

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Why? We are unsure if we can meet the recovery objectives (RTO/RPO) as defined by our disaster recovery plan.

Why? We cannot easily test recovery.

Why? We don't have the internal bandwidth to test.

Why? We lack automation and our team is burdened by tactical, reactive tasks.

Why? We are managing too many siloed components with limited integration between them.

Why? Our environment and our needs change rapidly.

Why? We failed to future-proof our solution, requiring deployment of more solutions from additional vendors, adding X to our total cost of ownership (TCO).

2

DO YOUR RESEARCH

Don't settle on your first idea. Come up with as many ideas as possible in a 30-60 minute brainstorm. Putting all your eggs in one basket is risky. Brainstorm multiple ideas for the same problem, giving you more flexibility to pivot between options as you research and prepare further.

Evaluate and select ideas worthy of further investigation:

Weed out good ideas from bad ones. Justify why certain ideas are preferable to others with regards to the problem. Be merciless with your filtering process to ensure your final pitch can withstand grilling from decision-makers.

Set up plans to test the validity of the idea(s):

Before you share your ideas with the decision-makers, find out if your pitch makes sense or whether you still need to fine-tune it. Revise your pitch consistently until it has substance.



3

PREPARE FOR TOUGH QUESTIONS

Can your internal pitch answer the following questions:

How will this solution contribute to our organization's mission?

Present the BCDR as a need, and not just for yourself. Decision-makers might negate the cost factor if the idea solves a pain point for the entire organization.

How will this idea impact our team and/or colleagues?

Talk about how “it's a problem for many.” It makes your “sell” appealing because it impacts teams from different departments.

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What do we require for additional staff, budget or other resources?

Explain the rationale for new technology, staff, budget and training. Qualify your requirements first and then talk numbers.

What is the transition period for implementation like?

Chalk out a mock timeline for implementation. It helps decision-makers walk through all the steps of the transition. This in turn helps them reduce the initial setup cost since a pre-planned timeline mitigates disruption caused during the transition period.

What roadblocks should we anticipate? How are we prepared to overcome them?

Draft contingency plans in case the implementation fails. Being transparent with the management avoids friction that may arise with the introduction of new technology.

4

PRACTICE MAKES NEAR-PERFECT!

Try different paces and tonality:

Use different aspects of your voice to project authority. Speaking with authority makes you sound like a leader. Use phrases and adjust your tone and body posture to make decision-makers take notice of you and what you have to say.

Tell a good story with pauses:

Good stories get quick buy-in. Storytelling helps the management see how your idea will benefit them in the real world. Don't forget to add pauses after important sentences. It gives your audience a moment to digest what you've said. It also gives you the appearance of being comfortable and in control.

Build your business case:

While IT professionals understand the value of a robust BCDR solution, top-level management may not share the same level of enthusiasm. It's important to translate complex technology into simple terms that resonate with decision-makers. For example, a retailer transacts at \$50,000 per hour and your the solution offers a four-hour RTO. In a DR event, the organization projects to lose \$200,000 in revenue before systems are restored. However, the proposed solution offers a one-hour RTO and would cost \$100,000. As a result, the business will cut risk exposure by 75% per incident, reducing the potential cost of an outage to \$50,000 and achieving savings of \$150,000 per DR event.

5

TEST YOUR MESSAGE

Practice your pitch with colleagues:

Present your pitch to colleagues, friends and family or anyone who has more experience than you to help paint a more detailed picture of your idea. It will give you a preview of management reactions to your idea.



Ask for feedback on the following:

Was the problem/opportunity clearly defined?

Were your colleagues sold on the idea?

Did you come across as professional, clear and confident?

Is the value to the organization conveyed in the pitch?



CONCLUSION

The Unitrends business continuity and disaster recovery (BCDR) solution ensures that business operates as close to normal as possible after an unexpected interruption, with minimal loss of data. It is a critical part of any organization's process to recover from disaster and resume routine operations. Advanced automation simplifies complex systems and reduces occurrences of data loss and downtime.

Our team of continuity experts is ready to help you build your case for better BCDR.

Get in touch today!

ABOUT UNITRENDS

Unitrends makes efficient, reliable backup and recovery as effortless and hassle-free as possible. We combine deep expertise gained over thirty years of focusing on backup and recovery with next generation backup appliances and cloud purpose-built to make data protection simpler, more automated and more resilient than any other solution in the industry.

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