



Education

Marketing for Geeks: Why You Should Care about Storage Services

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- **Marketing for Geeks: Why You should Care about Storage Services.**
 - ◆ For many Hardware and Software product companies it is easy to have blinders on when it comes to Services. The reality is that Services makes up a large percentage of Storage Revenue and has a direct impact on Product perception in the market and sales.
 - ◆ This session will appeal to Product Engineers, Product Managers, Storage Marketing Specialist, and anyone who wants to ensure maximum revenue for their company.

Agenda

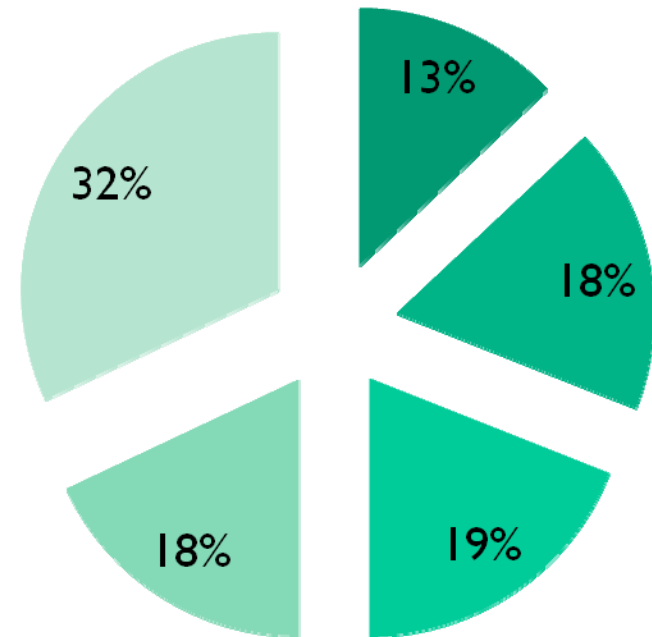
- Overview of the 2007 Storage Market
 - Storage Spending Categories
 - The Product –Service Connection
- Personal Experience
 - As a Customer
 - With Customers
- Service Strategies
 - Protecting or Enhancing Products
 - Independent Service offerings
- What can I do as an engineer?
- Q & A

The Storage Market – Service Influence

- Smaller Percentage of Storage Spending
- Largest influence on purchases in all other categories

Storage Spending*

- Services
- Software
- Networking
- Tape
- Servers



*Gartner /Dataquest - User Survey Analysis: Storage Service Opportunities, North America, 2007

The Storage Market – Service Influence

- “More than two-thirds of users surveyed said that a vendor’s storage service capabilities is “important” or “very important” in their decision criteria when selecting storage hardware and software.”*



Personal Experience:



➤ Trucking Industry

- ◆ Service Bays = Trucks Sold
- ◆ You can not sell product where you can not service the product.
- ◆ Services = Profits

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Personal Experience: as an IT Customer

➤ Storage isn't Servers

➤ Servers-

- Available skills

- Highly commoditized

- Easier Administration

➤ Storage-

- Smaller Skill Pool

- More Difficult to Administer

➤ Why we bought-

- Ability to get Service

- Ability of our staff to Manage

Personal Experience: With Customers

Customer's Description of Experience



Service Strategies: Protect and Enhance

- Services as cost of Entry
- Focused on Product Installation and Maintenance
- Required to sell product.
- Variability:
 - ◆ Time to Respond
 - ◆ Parts on site





- Value is in the Service itself.
- Includes Consulting, Professional Services, Educational and Managed Services.
- Expertise is the value differentiator

What Can I do as an Engineer?

- ▶ Build a partnership with Services
- ▶ Regularly review products in the field and use what you learn.
- ▶ Design for Serviceability
- ▶ Strong Remote Diagnostics
- ▶ Ensure Interoperability Testing Environments reflect customer environments (Verify)
- ▶ Strong Documentation

Q&A / Feedback

- Please send any questions or comments on this presentation to Harriet Pea.
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