

## Selling Security and Disaster Recovery Projects

COECISIONS OSearchCIO.com

#### Chuck Kramer Sr. Vice President & Chief Technology Officer Social and Scientific Systems



## Who Am I and Why Am I Here?

- Government contractor
- Previously operated IT services business
- Virtual CIO to over 100 organizations: agencies, companies, and associations

### **Audience Research**

COECISIONS OSearchClO.com

- 1. In your career, how many of you have ever had a job related to insurance?
- 2. In sales?
- 3. How many of you have never had to "sell" your projects to another executive in the company, such as the CEO or CFO?
- 4. Are you at the right conference?

### **Presentation Methods**

COECISIONS OSearchCIO.com

#### Benefits:

- Return on Investment (ROI)
  - Increased sales
  - Decreased costs
- Efficiencies
  - Increased productivity
  - Faster service or turn-around
  - Higher production yields



COECISIONS OSearchCIO.com

#### Requirements

- Legal & Compliance
  - SarbOx
  - PCI
  - e-Discovery
  - HIPAA
  - FISMA
- Insurance
  - Backup
  - Disaster Recovery
  - Security

### **Presentation Methods**

COECISIONS OSearchCIO.com

#### Avoidance

- Loss of business
- Potential litigation
- Civil & criminal penalties
- Bad PR / press
- Lost opportunities
- Cost of recovery and/or resolution



#### **Presentation Tools**

COECISIONS OSearchCIO.com

Reason Strategy Fear



### Reason

COECISIONS OSearchCIO.com

#### Potential cost savings

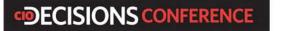
- lost sales
- cost of downtime
- value of data
- labor costs
- customer care



# Strategy

COECISIONS OSearchCIO.com

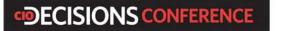
- Market position
  - safety for clients
  - continuity of operations
- Reliability
  - "you can count on us to be there"
- Forethought and insight





COECISIONS OSearchCIO.com

- Legal pitfalls
  - Litigation
  - Liability
  - Compliance
- Costs
  - "Ounce of prevention"
  - Breach notification costs
- Resources
  - Limited resources
  - Trained labor



# What is the Magic?

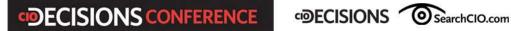
COECISIONS OSearchCIO.com

- 1. Know your audience.
- 2. Be well informed about the business side.
- 3. Work with business units.
- 4. Know the financial implications.
- 5. Fit it into the organization's Strategic Plan.





#### Discussion



### **Contact Info**

Chuck Kramer <u>chuck.kramer@gmail.com</u> www.remarksontheworld.com