

Selling Security and Disaster Recovery Projects

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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

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- 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

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Benefits:

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



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Requirements

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

Presentation Methods

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Avoidance

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



Presentation Tools

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Reason Strategy Fear



Reason

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Potential cost savings

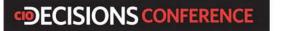
- lost sales
- cost of downtime
- value of data
- labor costs
- customer care



Strategy

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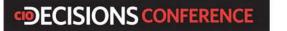
- Market position
 - safety for clients
 - continuity of operations
- Reliability
 - "you can count on us to be there"
- Forethought and insight





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



What is the Magic?

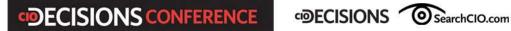
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- 1. Know your audience.
- 2. Be well informed about the business side.
- 3. Work with business units.
- 4. Know the financial implications.
- 5. Fit it into the organization's Strategic Plan.





Discussion



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