

# 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

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

## Benefits:

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

# Presentation Methods

## Requirements

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

# Presentation Methods

## Avoidance

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

# Presentation Tools

Reason

Strategy

Fear

# Reason

Potential cost savings

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



# Strategy

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

# Fear

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

# What is the Magic?

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

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