

Customer Personas for Hybrid Cloud Resellers

Persona #1: **Chuck the IT Dude**
Business/Job type: “Break-fix” or VAR
Probable interest: Monthly revenue opportunity
Primary obstacles: Hybrid Cloud lacks hardware or software needed for specific end-users (verticals).
 No proof of concept, legitimacy or reviews in the marketplace.
 Chuck doesn’t have sales process/capabilities or time to figure out new platforms/systems.

Persona name	Chuck the IT dude
Business Overview	
Business or job description	<ul style="list-style-type: none"> • Solopreneur or owner of a very small IT support business (1-5 employees or contractors) • Offers “break fix” services and resells equipment (VAR)
Age, education, experience	<ul style="list-style-type: none"> • 38 years old, college educated • 10-20 years working with hardware or networking equipment • Used to work for a larger company (system admin, help desk, computer fix-it) but decided to go out on his own
How Chuck finds and services clients	<ul style="list-style-type: none"> • Word of mouth • Customers call him a few times a year if something breaks or they need an upgrade (can’t install new version of necessary software, data loss, new employees added, etc.)
Pain points & business challenges	<ul style="list-style-type: none"> • Inconsistent work and revenue (feast or famine) • Chuck is spread thin, wearing a lot of hats (billing, accounting, sales, project manager, etc.) • Cash flow issues & little access to credit • No capabilities in sales & marketing or staff dedicated to that • Chuck isn’t accustomed to addressing all client IT needs (perhaps he doesn’t recommend or support desktop computers or software, for example) • It’s tough to keep up with new tech changes & trends • Hasn’t created formalized training or procedures for IT staff & contractors
Evaluation & buying process	
Role in buying process	<ul style="list-style-type: none"> • Sole decision-maker
How/where Chuck gathers industry information	<ul style="list-style-type: none"> • Word of mouth (peers) • Attend events or read industry advice by Comptia.org, ASCIlevents.com, SMBnation.com, Varguy.com, MSPmentor.com • Online reviews, recommendations from online user groups • Occasional newsletters/materials from tech vendors
Decision-making criteria	<ul style="list-style-type: none"> • Needs to know how easy Hybrid Cloud is to sell, support and make money • Needs to know how to get started with little out-of-pocket expense • Needs to know product is reliable and cutting edge

Risks in purchasing process	<ul style="list-style-type: none"> • Lack of knowledge about products (particularly software) & little time to get up to speed • Lack of skill & time to resell products (they may gather dust in Chuck's garage) • Lack of credit; Chuck may only qualify to lease a few servers • Worried that end users might not be aware or receptive to something they've never heard of before • Worried product/service might not work as promised
What moves Chuck to take action?	<ul style="list-style-type: none"> • Better revenue opportunities • Recommendations by peers and trusted sources • Vendor support & training for products & processes
Success & failure options	
How would success with a new product/service be measured?	<ul style="list-style-type: none"> • Effective, new business model (smoothing out monthly workflow & revenue) • Positive feedback & referrals from customers • New customers • Better business skills (sales & marketing) • New technical skills • Easy way to train/educate employees or contractors
Downside if a product/service fails?	<ul style="list-style-type: none"> • Lose a customer • Gain a bad reputation (negative referrals) • Get stuck with long-term subscription I can't use • Possibly go out of business
Opinions about Hybrid Cloud	
Positive ideas <i>Ranked in order of priority</i>	<ol style="list-style-type: none"> 1. Hybrid Cloud is a way to get customers on monthly managed services agreements (recurring revenue) 2. New hardware with no upfront costs is a good way to attract new customers (foot in the door) 3. On-premise hardware with cloud capability is a cloud solution customers will like (data safety) 4. BDR packages provide a great way to approach new customers 5. Well-known brand name carries huge credibility, making it easier to sell
Negative ideas <i>Ranked in order of priority</i>	<ol style="list-style-type: none"> 1. The hardware I normally use (or need) isn't in the catalog 2. Entire Hybrid Cloud program is new and untested 3. Little-to-no software in the catalog that customers need 4. Uncomfortable deploying for a client when I've never used the Hybrid Cloud platform or (available) hardware before 5. Not a lot of peers are doing it or talking about it (lack of testimonials or social proof) 6. Concerned that big brand could eventually reach out directly to end-users and cut me out of the loop (like Dell and Microsoft have done) 7. Need to figure out a different type of financing for monthly subscriptions than what I've used for hardware purchases 8. Requires a big change in how I run my business 9. No time for due diligence and testing required to become comfortable with Hybrid Cloud platform 10. Big brand doesn't have a reputation for working with businesses of my size (SMBs)

- Persona #2:** **Maggie the Successful MSP Owner**
- Business/Job type:** Managed Service Provider business with several customers in healthcare vertical.
- Probable interest:** Curious how this Hybrid Cloud offering can help solve/support business needs of MSPs. Wants to find out if the business model is more affordable for customers or offers better revenue potential than current ways of accomplishing the same thing.
- Biggest obstacles:** Lack of appropriate hardware and software from Hybrid Cloud company. lack of detail about hardware for specific use cases – unproven concept. Requires significant time investment to test Hybrid Cloud servers before deploying to customers.

Persona name	Maggie the Successful MSP Owner
Business Overview	
Business or job description	<ul style="list-style-type: none"> • Owner of a medium-sized MSP shop with 5 to 20 employees or contractors. • Already offering customers managed services (including remote management and monthly service contracts) by combining hardware, software and cloud solutions already available. • Has capital and resources to purchase and/or assemble servers and build those costs into monthly service contracts. • Works with clients for whom purchasing a new server may not be a hardship.
Age, education, experience	<ul style="list-style-type: none"> • 47 years old, college educated • 10-25 years working with hardware or networking equipment • Has worked as an IT Provider and business owner/manager for 3 to 15 years.
How he finds and services clients	<ul style="list-style-type: none"> • Primarily referrals • Has at least one person on staff focused on sales/marketing (even if that person performs some technical functions as well)
Pain points & business challenges	<ul style="list-style-type: none"> • Adding new customers • Vetting new technologies to ensure no-hassle deployment and no downtime for customers • Supporting niche software requirements
Evaluation & buying process	
Role in buying process	<ul style="list-style-type: none"> • Primary decision-maker, perhaps one or two others on staff who offer input
How/where persona gathers industry information	<ul style="list-style-type: none"> • Word of mouth (peers) • Attend events or read industry advice by Comptia.org, ASCIlevents.com, SMBnation.com, Varguy.com, MSPmentor.com • Newsletters/materials from tech vendors
Decision-making criteria	<ul style="list-style-type: none"> • Do new solutions offer cost advantages or guarantees that are better than what I've already created? • How can I assess the technologies as quickly as possible? • If I commit to a new equipment opportunities, will it turn out to be a good long-term decision?

Risks in purchasing process	<ul style="list-style-type: none"> • Time and process to train employees on new technologies • Evaluating long-term costs to assess revenue opportunities • New products and services might not work as promised
What generally moves persona to take action:	<ul style="list-style-type: none"> • Better revenue opportunities • Need to be ahead of the technology curve and assure customers they have the latest, greatest as well (quality assurance) • Recommendations by peers and trusted sources • Detailed product/process information from vendors to help evaluate risks and opportunities
Success & failure options	
How would success with a new product/service be measured?	<ul style="list-style-type: none"> • Better use of time and resources • Easy to train employees/contractors to deploy and manage • Positive feedback & referrals from customers • New ways to market/sell to customers
What's the downside if a product/service fails?	<ul style="list-style-type: none"> • Downtime for a customer • Investing our own capital in labor or materials to compensate for failure and earn customers' trust back • Lose a customer or gain a bad reputation • Stuck with long-term hardware contract I can't/won't use.
Opinions about Hybrid Cloud	
Positive ideas <i>Ranked in order of priority</i>	<ol style="list-style-type: none"> 1. New hardware with no upfront costs is a good way to get new customers or convert customers who've been sitting on the fence regarding upgrades. 2. Specialized appliances could save time/resources for my team. 3. Interested in seeing how AppUp SBS fits into cloud services ecosystem.
Negative ideas <i>Ranked in order of priority</i>	<ol style="list-style-type: none"> 1. The hardware I normally use (or need) isn't in the catalog. 2. Getting the details about specific hardware (or custom requests) from AppUp SBS is challenging. 3. The long-term cost of renting hardware may be greater than if we just purchased it. 4. The entire program is new and untested. 5. Little-to-no software in the catalog that my customers need—particularly in healthcare (or other) vertical. 6. I have to invest a significant amount of time testing hardware and management portal before I'd consider deploying it to a customer. 7. Not a lot of my peers are doing it or talking about it (lack of testimonials or social proof).