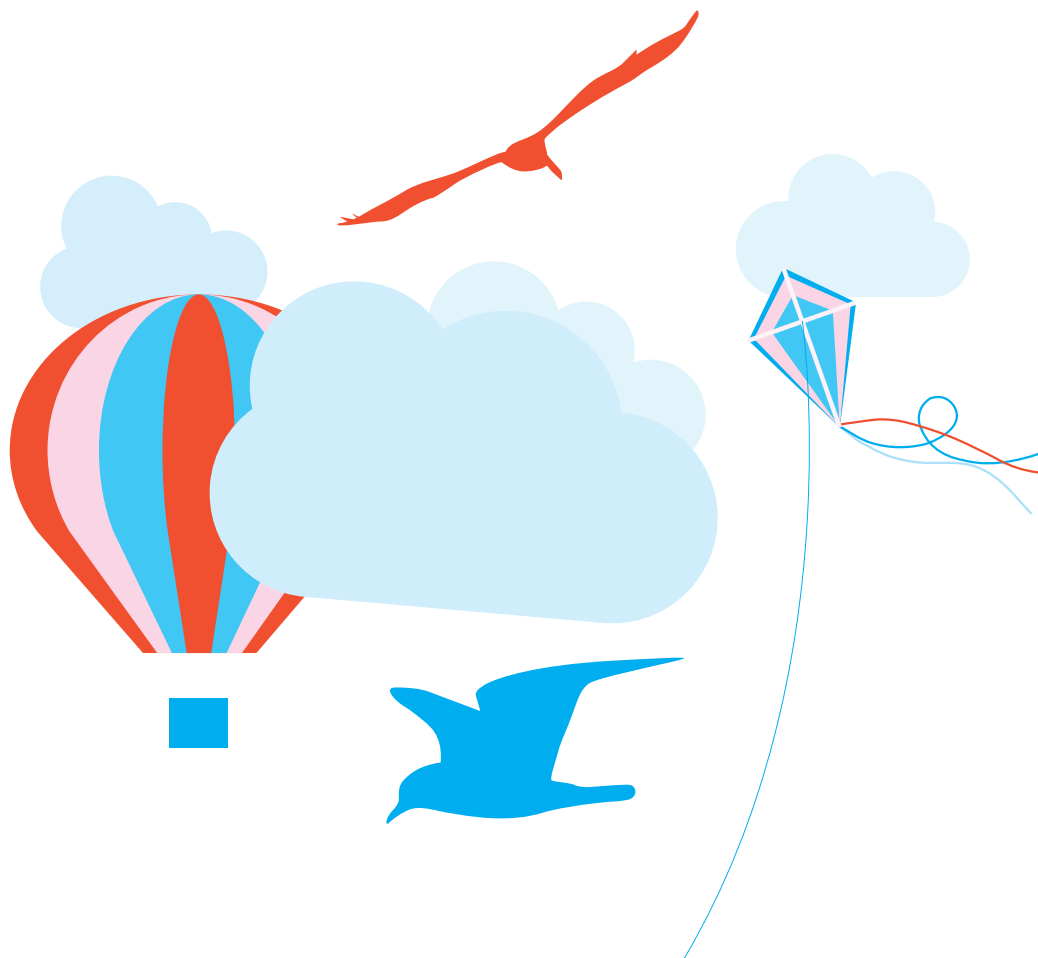




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# SALES GUIDE

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### 1 Draw attention

- What if the data on your computer disappeared?
- Have all of the company's laptops been backed up regularly?
- 18% of corporate laptops require some correction each year (source: IDC, Manufacturing Today 11/2017).
- 24% have lost important data due to a shortcut or similar (security inquiry Kimmo Rousku 2014).
- User errors, hardware failures, and new threats like ransomware / ransomware causes data loss.
- A significant part of the company's data is still only on laptops.
- Cloud services and similar services only contain a part of user data.

### 2 Increase interest

- With automatic backup, your company secures the information on all laptops easily and securely.
- Easy and quick start-up. After this, the program will run completely automatically.
- The service is safe. All data to be secured is strongly encrypted and stored in a secure data center in Finland.
- The program allows you to quickly recover data.
- When the computer gets broken, the data can be returned to

## Take it easy, we take care of your backup.

another computer and you can continue working.

### 3 Make them want to buy

- The price of the service is only 6 eur / month per user (25 GB) or 10 eur / month (Unlimited version).
- Unlimited version has unlimited disk space. The most popular version.
- Backup is fully automatic and requires no action.
- You can try the service for free for one month, completely risk free.
- According to the GDPR Privacy Policy, a company must have the ability to recover lost data quickly. With this service, you meet these criteria.
- Add a campaign section if needed.
- If you order today, get...
- For example, a free deployment service



### 4 Close the deal

- Now is the time to take care of this.
- Data is the company's most valuable asset.
- Make sure your business continues without interruption in all situations.

- the computer has all other data.
- Users usually store files where they are used to, not where they are instructed.
- Most of the user information is currently on the computer and not in the cloud services (Nexetic's own usage statistics for laptops vs Office 365).

### The most common arguments against

We have all the information in Office 365 / OneDrive / Google Drive / Dropbox or similar

- These services are great for easy data sharing, but they do not replace the entire computer backup.
- Some folders are usually found in cloud services, but

### It's a bad timing

- You never know when the damage will happen. Damage might happen tomorrow. Now is a good time to put this in order, because it is important that your company's valuable data is secured.
- The deployment is very quick, and the backup is fully automatic.

### Our users are instructed to save the data to a non-portable computer

- No one is protected from these risks.
- Users can accidentally delete data. In addition, risks include: ransomware / ransomware and breakdown.
- User instructions rarely works because users want to act in a familiar way. Instructions like "Only deposit here" do not work in practice.
- Usually, users have the most data in their own folders and desktop.

### Not valuable data

- Data has become the most valuable asset for the companies.
- Office 365 emails have more valuable information than CRM.
- The value of one computer's data is approximately EUR 50 000 (Intel).
- One important file can be extremely valuable.

### Too expensive

- Data is nowadays the most valuable asset of businesses.
- Without business data, the business cannot go on.
- The price is only 6 eur / month (10 eur / month Unlimited) per user, no other costs.
- The easiest and most popular license is Unlimited. Unlimited disk space. Automatically secures all computer data.

### Not working? Contact our sales support.

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