

Are you Ready for the Exchange Server 2010 End of Life (EOL)?

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Office 365 is still a huge opportunity



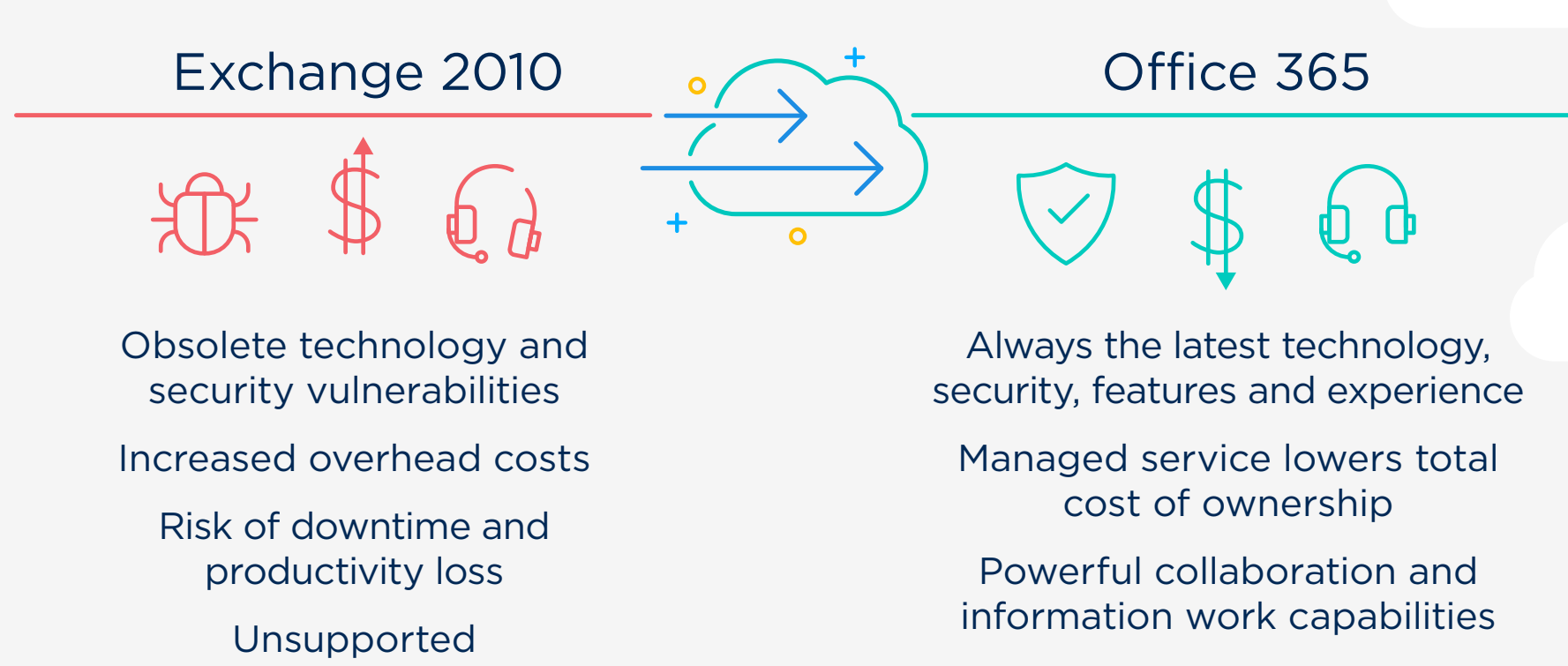
Millions of businesses are ready to begin their journey to Office 365. And, 60% of SMBs want a partner's assistance to bring more value to their transition to Office 365.¹



With Exchange 2010 EOL, now is the time to help SMBs make the move



Starting in October 2020, Microsoft will no longer support Exchange Server 2010. This provides IT partners with a unique call to action to help customers move to Office 365.



Be ready to address concerns about moving from Exchange 2010



To help customers understand the real value of moving to a cloud-based productivity solution like Office 365, it's essential to understand their concerns and perceptions. 53% are worried about high costs and business disruption.⁴

Customer concerns How to address them



Risk of business disruption

Share: We use technology and processes proven to make the migration process simple, seamless and safe.

Ask: What's your backup plan if your Exchange 2010 server goes down?

Remind: Starting in October 2020, you'll be facing the risk of severe business disruption due to server issues.



Risk of data loss in a migration

Share: We never delete any data; we use high-fidelity sync technology to accurately replicate email data before, during and after cutover to ensure no data falls between the cracks.

Remind: The longer you wait to upgrade, the more likely Exchange 2010 data will be corrupted.



Don't see value in upgrading to Office 365 yet

Ask: Do you understand the full value of a cloud-based productivity solution like Office 365?

Share: There are many benefits to using Office 365 (reduced costs, easy collaboration, access to the latest features and experience, etc).

Remind: After October 2020, the longer you wait the more vulnerable you are to security risks, data corruption and server issues.

Remind: Today you are paying to maintain hardware - with Office 365 you don't have to worry about those costs.



Migrations are costly and complex

Share: We have the expertise to deliver a seamless experience and use technology that removes risk.

Remind: An upgrade is inevitable - it is better to address it now, before you lose Exchange 2010 support.

Customize: If you bundle the migration with other services like Cloud Backup, the cost of the migration can be significantly reduced.

Partners equipped to capitalize on this opportunity will win



For this to be an effective customer acquisition strategy, IT partners need a predictable, scalable and repeatable model to drive efficiency and profitability.

SkyKick Migration Suites provides comprehensive project automation to help you scale



- Improved speed and accuracy of project estimates
- Up to 90% reduction of manual effort across migration planning, setup and management
- No data loss or downtime for a seamless migration experience

SkyKick will help you sell it right



Campaign in a Box

Acquire more Office 365 customers with a curated collection of ready-to-use marketing resources.

Visit Readiness Hub: bit.ly/2010CampaignInABox



Free Discovery Services and Planner

Sell more and earn more trust through consultative migration planning.

Learn more: bit.ly/SkyKickDiscoveryServices



SkyKick Standard Bundle

Increase profitability with free migration and Cloud Backup recurring revenue service.

Learn more: bit.ly/SKStandardBundle

Get Started

Log in at skykick.com to register and start your first Migration or Cloud Backup subscription.

Offers

Visit offers.skykick.com for the latest promos, including discounts on your first SkyKick order.

¹Bredin, an SMB market research and content marketing agency, 2017 study

²Analysis Mason (an MSP-focused research agency), 2017 study

³State of the Office 365 Cloud (SMB edition), 2018 by SkyKick

⁴Forrester, "The TEI™ Of The Modern Desktop With Microsoft 365" 2018

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