

# THE ART OF ~~WAR~~ PERSUADING A CFO

You're Not Going to War Against a CFO. You're Fighting the Same Battle.

Discover How to Pitch an IT Storage Project to your CFO.



At times, strategizing a storage project pitch for a CFO can feel like you're preparing for war. In reality, it doesn't have to be a battle. You and the CFO are focused on the same goal: to improve your organization.

CFOs don't have it easy. They are responsible for minimizing risks, raising operational efficiency, lowering costs, and judging the value of almost every expenditure made for a company. It is your job to present a case that accurately displays the costs and benefits that your project will deliver.

Below, we have provided tips on how to hone your pitch and effectively communicate the benefits that a storage project will generate for your business.

# TABLE OF CONTENTS:



Chapter 1: Recovering Initial Investment: Single Payback Period and Long-term ROI

Chapter 2: Productivity and Operational Increases

Chapter 3: Additional Impacts on Workforce

Chapter 4: Impact on Customer Satisfaction

Conclusion



# CHAPTER 1

## RECOVERING INVESTMENTS: SINGLE PAYBACK PERIOD AND LONG-TERM ROI



There are a few upfront numbers that must be calculated to form the foundation for your storage project pitch.

1. First, you must identify your baseline user costs for your current storage systems. Pick a time frame, then record everything that it costs to maintain storage facility operations. After that, measure the savings of implementing a new system against current operating costs.
2. Next, calculate the Single Payback Period for your storage project, or how long it will take for a company to recoup the initial investment they put into it. Give a breakdown of total project costs in this estimate, including expenditures on hardware and software, planning and consulting, implementation, and even staff training.
3. Find case studies that document the experience other companies have had implementing a new storage system. Use this information alongside new system spec sheets to project long-term ROI potential and further build your case.

# CHAPTER 2

## PRODUCTIVITY AND OPERATIONAL INCREASES



Going beyond basic cost structures, a storage project has a large impact on the operational efficiencies of a workforce. It is important to outline how the implementation of a new system will affect the productivity of a storage space.

### Identify Existing Resource Struggles

Identify how existing resources are failing to meet necessary requirements, such as:

- » A lack of storage space
- » Slow operational speeds and long wait times that result from storage bottlenecks
- » Inefficient and complicated application deployments
- » An inability to meet demands for frequent changes to projects

### Demonstrate New Efficiencies Available with New Storage Systems

Show how new storage solutions can reduce existing operational inefficiencies by offering:

- » External virtualization to simplify implementations and integrations
- » System family upgrades to ensure high returns on initial investments
- » Real-time Compression technologies that automate data compression
- » Automated storage tiering in real-time
- » Automated analysis tools to gain better business insights faster

# CHAPTER 3

## ADDITIONAL IMPACT ON WORKFORCE



The next step to build an effective case is to demonstrate how a server project will yield efficiencies and benefits that will continue to ripple through your organization as a whole, not just in the IT department.

### **Build a more effective workforce**

With the ability to easily deploy new applications and process information faster, better IT services will be delivered to the rest of the organization. This will increase the productivity of the entire organization and drive profits.

### **Employee Retention**

By increasing automation and simplifying tasks for work staffs, employees will be able to accomplish more in their days, while experiencing lower stress levels. As a result, efficiency-killing turnover rates, separation costs, HR paperwork, and severance costs will decrease. By retaining more employees, the risk of making a bad hire reduces tremendously.

**According to HR Morning,  
a bad hire could cost  
organization anywhere  
from \$25,000 to \$300,000.**

# CHAPTER 4

## IMPACT ON CUSTOMER SATISFACTION



With less downtime and errors, customer satisfaction will increase as companies are able to operate and deliver products and services more efficiently. This will result in higher customer retention rates, which will drive profits and bring in returning business.

**89% of consumers began doing business with a competitor following a poor customer experience.**

**It can be up to 10 times more expensive to win a new customer than to retain an existing one.**

An IT storage project has a powerful ripple effect, passing efficiencies to many different areas throughout an organization. When preparing a storage project pitch for a CFO, don't just limit yourself to cost savings. Think about the bigger picture and demonstrate the true impact this project will have on your company's potential.

**NEED HELP BOLSTERING YOUR STORAGE PROJECT PITCH? NEED MORE INFORMATION ON HOW A NEW STORAGE ENVIRONMENT HAS THE POTENTIAL TO BUILD THE OPERATIONS AND PRODUCTIVITY OF YOUR ENTIRE ORGANIZATION?**

**REACH OUT THE IT BUSINESS PARTNER NETWORK TODAY TO RECRUIT YOUR BEST-FIT, REGIONAL TECH PARTNER TO ANSWER YOUR QUESTIONS!**

