



Purchase Criteria

Technology to purchase

- Data protection storage

Top project requirement(s)

- Increase confidence in ability to recover/restore
- Consolidate data protection/backup operations
- Improve recovery time/recovery point objectives (RTO/RPO)

Workload(s) to be supported or enhanced by purchase

- Test and development
- Databases
- Big data analytics

How to use: Leverage the purchase criteria above to tailor the conversation to the needs of the buyer.

What to say when you call:

"We've been consulting with companies similar to EY trying to make smart decisions about Data Protection Storage. We've worked with many leading IT and business leaders on addressing challenges like [purchase criteria]. Are these also challenges for you? How do you address them today?"

Vendors Considered and Installed

Disaster recovery/replication/business continuity vendor(s) being considered

- IBM
- Hitachi Vantara
- Dell EMC
- Syncsort (incl. Vision Solutions)

Disaster recovery/replication/business continuity vendor(s) currently installed

- Dell EMC
- Syncsort (incl. Vision Solutions)
- IBM

How to use: Reference a customer success to distinguish your value among these vendors, specifically, in relation to the purchase criteria above.

What to say when you call:

"[Your company's] Data Protection Storage solution was created to uniquely address challenges such as [purchase criteria] more effectively than [vendor(s) being considered]."

Account Details

EY

Insider who told us about this project

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Project Location

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<http://www.ey.com/>
 Industry: Accounting
 Company Size: 10,001+

Timeframe to Purchase

within next 12 months

[Click here](#) to review an outreach cadence complete with phone and email templates

How to schedule a meeting

"Would you be interested in learning how we've helped companies improve performance while lowering costs? What does your calendar look like for the next two weeks?"

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