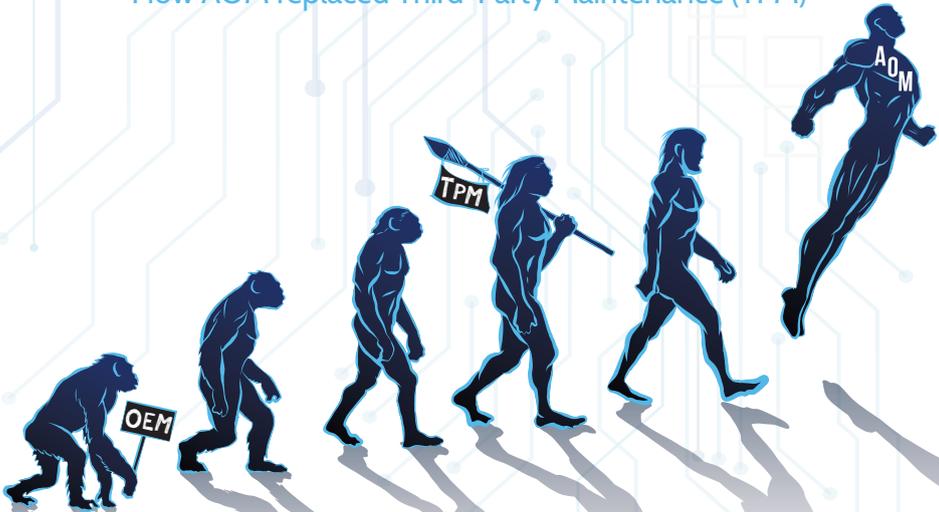


# ULTIMATE GUIDE TO SELLING

# AOM

AMAZING *ALTERNATIVE* TO OEM MAINTENANCE  
(AOM) OPPORTUNITIES

How AOM replaced Third-Party Maintenance (TPM)

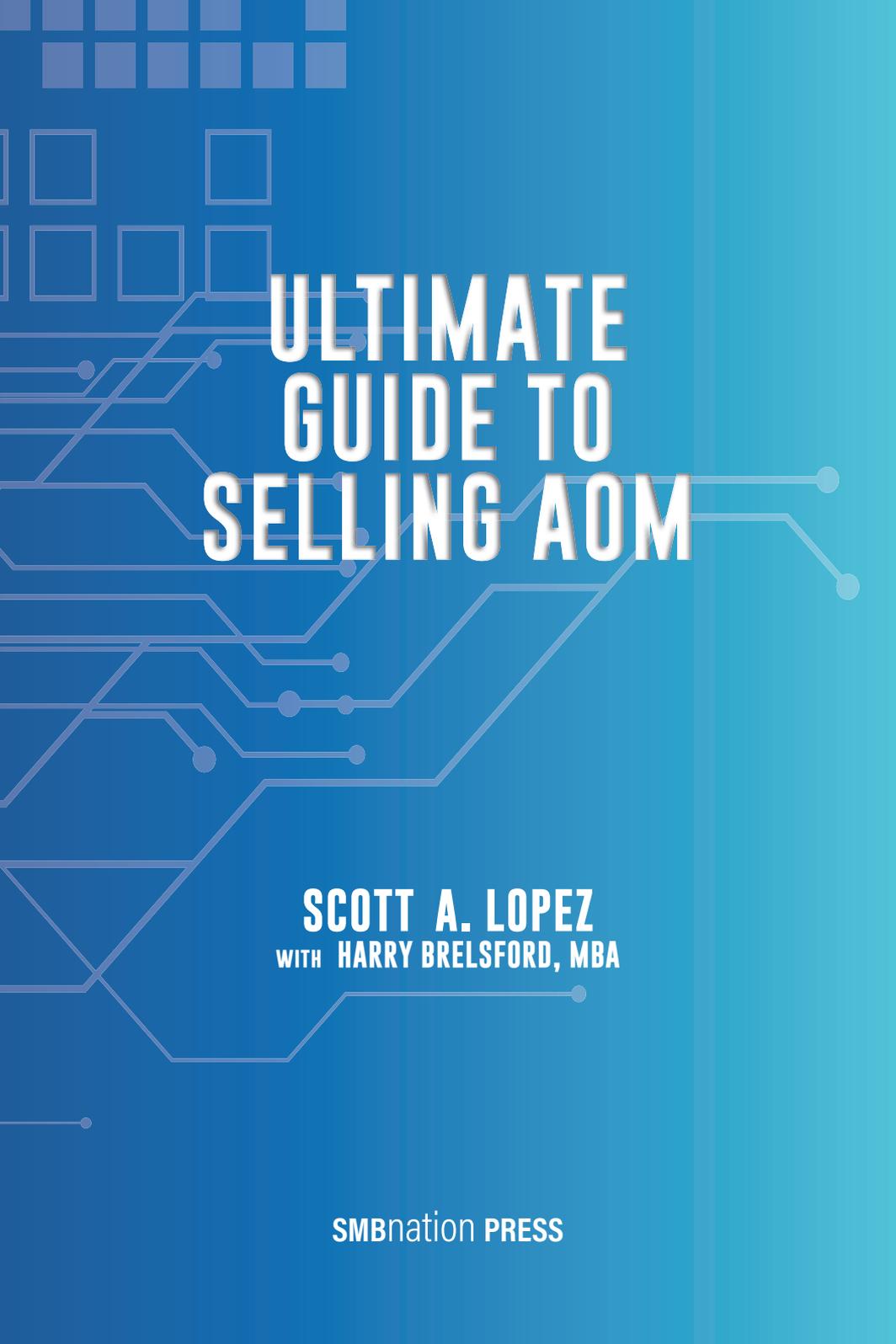


# SCOTT A. LOPEZ

WITH HARRY BRELSFORD, MBA

**ULTIMATE  
GUIDE  
TO  
SELLING  
AOM**





# ULTIMATE GUIDE TO SELLING AOM

**SCOTT A. LOPEZ**  
WITH HARRY BRELSFORD, MBA

SMBnation PRESS

**SMB Nation Press**

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## DEDICATION

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*To my lovely wife and two daughters who always support me.  
~ Scott A. Lopez*

## FOREWORD

---

Third-Party Maintenance as a cost management tool has been a widely accepted practice for decades. Scott Lopez has moved it now to the next level with the practice concept of Alternative to OEM Maintenance (AOM).

Lopez, throughout the pages of this book, has taken the Herculean task of developing the road map for marketing a new concept and hands you, the distributors, specific approaches that allow you to automate and improve the sales process. Developed with you being center of every effort. Strategies to help you make more money while saving your customers money are laid out in an easy-to-follow steps.



As the creator of AOM, Lopez is the ultimate expert to illustrate how AOM protects both you and your customers with a new business model that moves TPM to AOM. Keep in mind it is all about the automation and speed of execution.

~ Dr. Barbara Rembiesa, D.Litt  
CEO/President, IAITAM

## ABOUT THE AUTHORS

---

### Scott A. Lopez



After high school, at the age of 17, Scott joined the US ARMY and manned an M1A1 main battle tank for several years. Scott Lopez has spent his entire professional career working within the tier one distribution channel and is widely recognized for his expertise in several technology fields.

He's a pioneer in the world of third-party network accessories and continues to grow in the world of alternative to OEM products and services. Alternative to OEM Maintenance (AOM) is his most recent creation in his quest to provide premium support at a reasonable price. He created the "exclusive brand" model which is still in use today at companies like Ingram Micro and CDW.

As the founder and CEO of ZPI, Scott has created a successful minority, SBA8a and veteran owned business. Scott now lives in Austin, TX with his wife, Jenn, and his two girls, Olivia and Liberty, where they enjoy the outdoor Texas life spending as much time as possible at the lake.



## Harry Brelsford



Spanning a 30-year technology and infrastructure career, Harry Brelsford wears many hats including CEO, Analyst and Entrepreneur. He's a player/coach: still technical + business wisdom and insights. Brelsford is committed to helping channel partners make money leveraging technology solutions and workflows in nearly any scenario.



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INTRO



# INTRODUCTION

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Your mission if you choose to accept it is to drive Alternative to OEM Maintenance (AOM) consumption as Solution Provider Channel Partners via distribution that is sold to end-user customers.

These end-user customers then enjoy being well-protected and enjoy the operational efficiencies and cost savings of AOM.

Third-party maintenance (TPM) has been around for decades. Enterprises around the world have turned to TPM as a cost-effective alternative to expensive OEM support and maintenance. AOM replaces and improves upon TPM for several reasons that you will discover in this book (for example, AOM goes through distribution and TPM does not).

First let's get excited about the market opportunity before we go further. Gartner estimates that there are currently over 10 million data center assets under TPM support. This is the same total addressable market where AOM plays. And with AOM, you can reduce OEM maintenance costs up to 80%. More fun facts coming in Chapter 3.

We'll double-click into the market opportunity and HOW TO MAKE MONEY in just a few pages. Let's get started!

## WELCOME THE DISTRIBUTOR!

Historically, distribution has faced challenges getting into the TPM market. Quoting was slow and manual. AOM combines the benefits of traditional TPM with automated quoting, contract/asset management, detailed lifecycle analytics, and proactive remote monitoring/management. It puts distributors at the center of the workflow (spoiler alert – take a quick look at Figure 2.1 but return right back here).

## DIFFERENCES BETWEEN TPM AND AOM

The following is very important. There are significant differences between TPM and AOM.

- TPM is over 25-years old so it's been around for several technology generations. It's a well-established business model.
- TPM can be a competitor of the Solution Provider Channel Partner. Why? Because some direct TPM providers are known to take customers direct upon renewal, effectively cutting out the Solution Provider Channel Partner!
- AOM is a new business model that dramatically improves upon TPM.
- AOM is channel friendly and sold through reputable distributors. Distributors protect the Solution Provider Channel Partner by avoiding end-user customer contact.
- AOM is fast, friendly and simple compared to TPM. The AOM platform efficiencies far exceed TPM.

This book serves four audiences who want to understand how to sell AOM consumption. These audiences will be fully defined in Chapter 2 (and Figure 2-1).

1. Distributors
2. Value-Added Resellers (VAR), Super VARs and Master Accounts
3. Cloud Services Providers (CSP) and Managed Services Providers (MSP)
4. National Services Provider (NSP)
5. Direct Market Resellers (DMR)

## BOTTOM LINE

**AOM = TPM Evolved!** Alternative for more profit margin to you, and lower cost and risk for your customer.





CHAPTER

# ONE



## CHAPTER 1

# MARKET INSIGHTS

---

**M**any reading this book will ascribe to investing forward into growth markets via AOM! Why? Because it's far easier to make money in growing markets than contracting markets.

Before we go further, let's level-set and make sure we have the same understanding of this market.

AOM consumption via maintenance contracts for data centers and network equipment may cover:

- Hardware replacement and upgrades
- Pro Services (architecture)
- Smart Hands (installs / de-installs)
- On-site services such as field engineering
- Technical support
- Proactive monitoring

The "old" TPM market (the predecessor to AOM) actually isn't that "old" in the technology realm. While it's been around for 25-years, maintenance agreements have been around forever! In the early days heavy metal/big iron computing, customers had a dependency on the OEMs of the world

without many alternatives. There was a culture that drove customers to stay up with the latest and great releases via hardware refreshes.

## OPPORTUNITIES

Today, the opportunities surrounding this field continue to present themselves each day with innovations, new computing paradigms (both of which result in \*shifting\* supply curves). There will always be change, there will always be opportunities. And that opportunity is to elevate from TPM to AOM!

For example, as of this writing, global economies are stressed over a variety of externalities including the COVID-19 pandemic. But as you will discover, AOM consumption has a counter-cyclical element to it that allows Solution Provider Channel Partners to make money by taking care of their clients in an economic downturn.



Ultimately this book is about helping the Solution Provider Channel Partner and their end-user customers. It is also about protecting Solution Provider Channel Partners and emphasizing the benefits of working with distributors.

## **Fact: AOM is a HOT GROWTH AREA**

The TPM opportunity has never been better for three reasons.

- Digital transformation to the cloud has increased everyone's scrutiny about IT infrastructure and placed costs under extreme pressure.
- Many (if not most) IT assets have useful lives that extend past manufacturers support.
- Countercyclical sales offering. Again – with the current global economic challenges, largely attributed to the COVID-19 pandemic, the sales of TPM agreements are increasing as customers seek to extend the life of existing IT assets instead of engage in a refresh cycle.

## **FRUSTRATION AND PAIN**

Frustration and pain are present in the IT field on a few levels.

### **Identifying Pain**

People and entities respond to two forces: *pain* and *gain*.

In the world of IT asset management, these are pain points:

- The reality and perception of cost continuing to rise.
- Traditional refresh cycles by OEMs and Independent Software Vendors (ISVs). Often these upgrade cycles are driven by concerns (cybersecurity, security hardening) but can also be driven by new features and functionality (but seasoned IT Pros will often realize that they don't need all these new features).
- Finger pointing is a pain point when trying to solve a problem with multiple players.
  - ✓ This is the classic case of multi-vendor support.
  - ✓ Contrast that with the desired "one throat to choke" better approach.

## INCREASING AWARENESS OF AOM

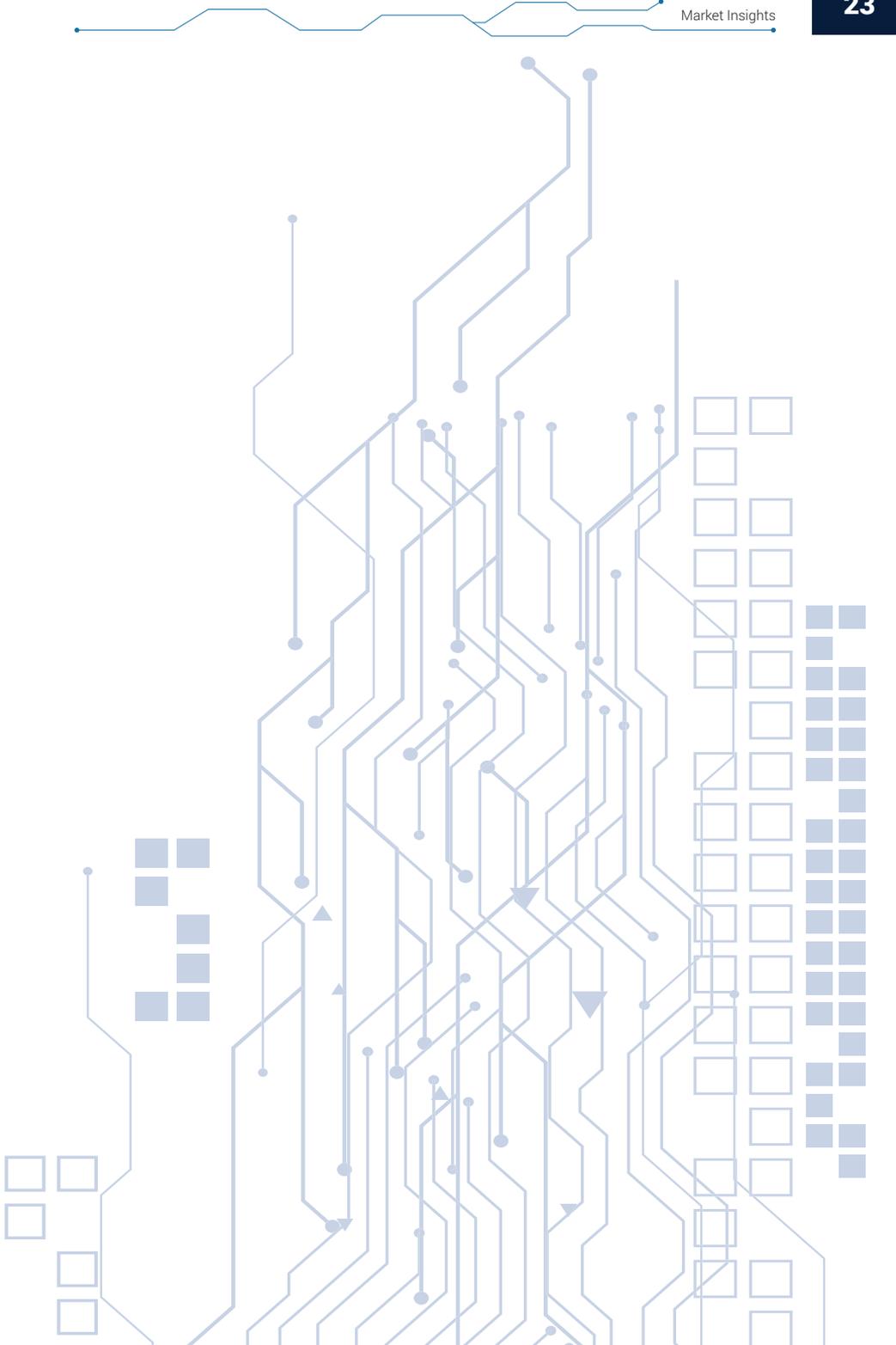
Market penetration is relatively low. According to industry experts, the penetration rates is around 7% (you can impute into that statement there is a greenfield of



opportunities for Solution Provider Channel Partners). Below are some of the business dynamics in play for this area:

- Uptime is king. IT executives are under extreme pressure to keep the technology infrastructure from experiencing downtime.
- Cost savings (up to 80%) is also king.
- The traditional Solution Provider Channel Partner may have this bad habit. You pursue easy dollars that historically includes selling used, refurbished and new equipment. You were not selling TPM which has great benefits for the end-user customer.

Back to the greenfield opportunity conversation. With low existing penetration, that means you can sell into AOM success because there are a lot of “newbies” out there. With AOM solutions being offered via distributors, it is changing very quickly.





CHAPTER

# TWO



## CHAPTER 2

# AOM EDUCATION

**W**ith traditional sales, there is a tendency to “Always Be Closing” (ABC) which is a noble approach to business development.

However, selling AOM consumption is much more than ABC! You need to weave in “educational sales” as you educate Solution Provider Channel Partners about AOM. Why? The AOM sales motion is different and beyond simple awareness. After educating yourself on AOM, you’ll need to educate your end user customer audience.



# ECOSYSTEM

Let's first understand the new and modern AOM ecosystem. Figure 2-1 provides visibility into the AOM players.

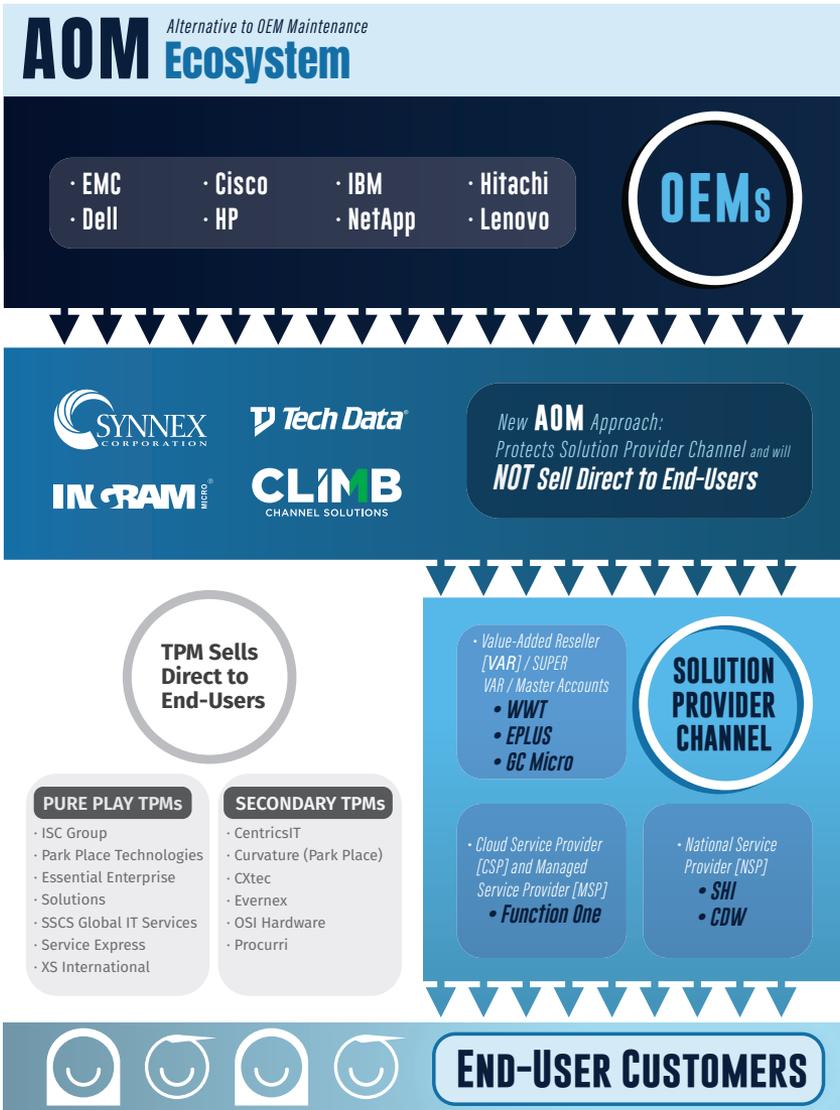


Figure 2-1: The AOM Ecosystem

Reading from top to bottom, you have the following categories:

- **OEMs.** These are the traditional hardware Original Equipment Manufacturers. Examples include HPE, Cisco, Juniper, Hitachi, Dell/EMC and more.
- **Distributors.** Distributors are the new players in the TPM / AOM game. And that's very good news! Why? Because the business model of a distributor is to never approach the customer directly. Distributors are in the business of supporting (and protecting) the Solution Provider Channel Partners, such as you!
- **Traditional Pure Play and Secondary TPMs.** These are traditional TPMs that have old school business practices. That means the firms listed here will SELL DIRECT to customers and have been known to cut out Solution Provider Channel Partners (one of the categories on the right side). This represents significant RISK to you, the Solution Provider Channel Partner.
- **Solution Provider Channel.** This book is targeted to YOU – an important part of the solution provider channel. This category is segmented into three categories:
  - ✓ **Value-Added Reseller (VAR) SUPER VAR and Master Accounts** are akin to, you guessed it, the traditional VAR in the technology industry. No big surprise here.
  - ✓ **Cloud Services Provider (CSP) and Managed Services Provider (MSP).** This is the “modern” technology consultant typically defined by long-term engagement contracts with customers that have elements of recurring revenue, service level agreements and extensive use of automation. Think of it this way. Yesterday's “Break/Fix

Computer Person" is today's CSP or MSP.

- ✓ **National Service Provider (NSP) and Direct Market Reseller (DMR).** This is a well-used term in several industries. In the telecom world it can refer to a sell of bandwidth and network access points – but that is not our definition in a TPM / AOM world. Our definition of an NSP is much closer to thinking about the “big players” in the Solution Provider Channel.



Jumping into the expanded AOM market requires an understanding of the ecosystem that we are discussing here.

## CHANNEL STRATEGY

Assume you work for a distributor that sells AOM agreements to Solution Provider Channel Partners. This is the primary sales motion (pay close attention to #2 and #3).

1. The Solution Provider Channel Partners “sells” AOM solutions to end customers such as a medium-sized manufacturing business.
2. The distributors make money.
3. The Solution Provider Channel Partners make money.
4. The end user customers save money.

The points above display a different way for AOM agreements to be sold (versus traditional TPM). In the recent past, salespeople working for legacy TPM-related companies selling directly to customers would engage in traditional TPM sales activities. For example, only targeting the largest accounts to make the most money. There is a perception that the large accounts are the only ones who really need and can afford TPM/AOM.



But this is not the case with AOM today. With the distribution channel now in play, there are efficient pathways to sell into the SMB space, not just enterprises. Here is an overview of key workflow(s) in the AOM sales relationships:

- Trust relationships between distributors and Solution Provider Channel Partners.
- Solution Provider Channel Partners have the trust relationship with the customer.
- Solution Provider Channel Partners do the heavy lifting selling AOM consumption.
- Bundling AOM with a Monthly Recurring Revenue (MRR) package.

## OPPORTUNITY VALIDATION

Gartner is a major technology research firm that has a staff of principal analysts that study TPM and other topics. Gartner, in its “Key Trends in the Data Center and Network TPM Market” © 2018, defined the TPM ecosystem as having three audiences with different business interests:

1. **End users**
  - a. Vendor selection
  - b. Pricing
  - c. Quality of service (QOS)
2. **Service Providers**
  - a. Partnering
  - b. Competing
  - c. Mergers and Acquisitions (M&A)
3. **Invest**
  - a. Strategy
  - b. Vendor performance
  - c. M&A



CHAPTER

# THREE



## CHAPTER 3

# EXCEEDING REVENUE EXPECTATIONS WITH AOM

**N**ow that you have AOM foundation knowledge, it's time to apply a very simple business test: how can everyone make money? The answer, of course, is AOM.

The marketplace looks like this:

- 80% of enterprises use some form of extended warranties with hardware (TPM, AOM, etc.)
- The total addressable market is over \$10-billion in the United States alone.
- Over 10 million data center devices are currently under TPM/AOM contract.
- More than 75% of IT managers are driven to third-party maintenance by the inability of their OEM to respond rapidly to changing business needs.
- TPM/AOM support contracts for data center equipment with 50%-80% reduction in cost from OEM.
- TDM/AOM only have a 7% to 8% penetration rate creating significant opportunity upside.

What's the secret to exceeding revenue expectations with AOM? Sit down and fasten your seatbelt with what you are about to hear: the secret is ANALYTICS.

## AOM ANALYTICS

When AOM flows via distribution, there is a treasure trove of information to mine. The analytics can be broken down into two camps.

### Distributors

At mid-point in the AOM supply chain are the distributors. Distributors have visibility into millions of hardware SKUs, purchases by Solution Provider Channel Partners, returns and nearly every other aspect of the hardware supply chain.



### BEST PRACTICE

We want to take this opportunity to *RE-EMPHASIZE* that distributors protect you, the Solution Provider Channel Partner, by always honoring the “firewall” between you and your end-user customers. A distributor will never talk to your end-user customers. Unfortunately, many traditional TPM providers do not honor such a firewall. This makes the case very clear for AOM.

## Portals

The proactive approach is about asset management that use portals that allow you to efficiently manage the AOM workflow. How? The secret is what we call the easy button: automation and proactive behavior. The basic workflow is show in Figure 3.1.

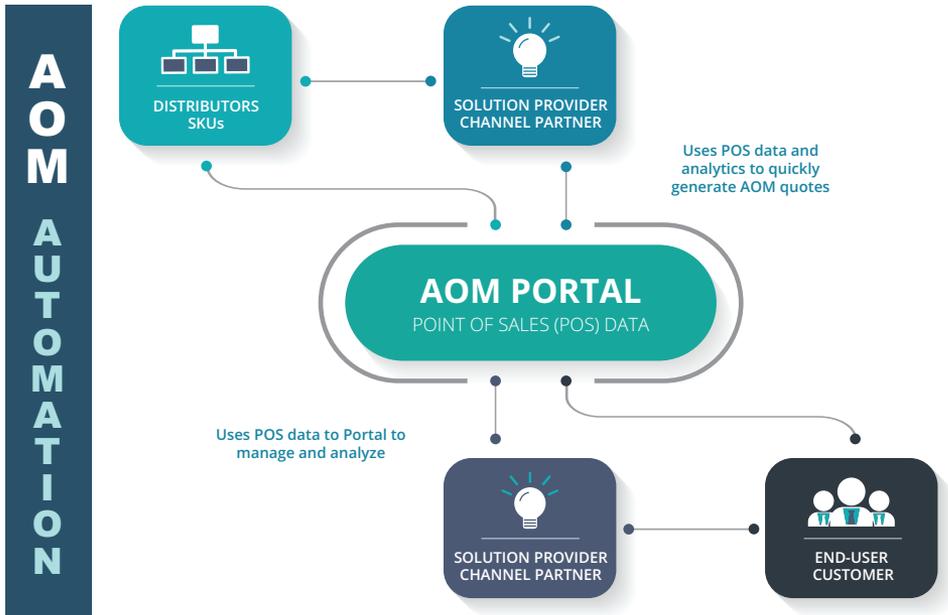


Figure 3-1: AOM Automation

Marketing and operational analytics are only as good as the data lake beneath the surface. And that's the magic of the AOM Portal. View left-to-right, any solid AOM Portal will have a two-way Application Program Interface (API) connection with the distributor. One direction allows the SKU data to be accessed from the AOM Portal for end-user customer management purposes (product and warrant information). The other direction allows the for the rapid turnaround on quoting AO orders to the end-user customer.

Mid-point in Figure 3.1 is the AOM Portal itself which is a single pane of glass into managing allow all end-user customers POS data to be stored, sliced and diced. The key here is the that Solution Provider Channel Partner is responsible for upload the customer POS data so that the automation is intact and just works!

## AUTOMATION = FASTER AND BETTER

At this point, it's fair to provide the litmus test of analytics called "So What?" Readers might be saying exactly that at this point. The answer is very simple. The AOM Portal model allows you to provide better end-user customer service PLUS



dramatically reduce your quoting time for existing accounts and prospects via AUTOMATION. TPM has earned a bad reputation for significant quoting delays that can be measured in days and weeks.

The competitive advantage of AOM is SPEED. Quoting is now measured in hours. That is truly a competitive advantage.

Fast quoting is how you exceed revenue expectations with AOM.



CHAPTER **FOUR**



## CHAPTER 4

# FAST TRACKING AOM SALES

**A**ssuming you, the reader, have a professional background in sales, we're going to forego generic sales basics in this book. There are many great sales books you can read to enhance your salesmanship:

- "The Ultimate Sales Machine" by Chet Holmes.
- "Predictable Revenue: Turn Your Business Into A Sales Machine With The \$100 Million Best Practices Of Salesforce.com" by Aaron Ross and Marylou Tyler
- "Solution Selling A Complete Guide" by Gerardus Blokdyk

## SALES SUCCESS FACTORS

The strongest AOM salespeople lead with AOM BENEFITS! There are several benefits to consider when selling AOM consumption to a client.

- **Direct Cost Savings.** There are many good conversations surrounding digital transformation in technology. With the flight to cloud, several factors point to direct cost savings. The entire technology cost chain has been devalued. Customers are moving to cloud to save money. AOM is a money saver. That's because the data centers that are the cloud backbone, must STAY UP AND RUNNING more than ever. AOM consumption is inexpensive and ensures UPTIME with the most cost savings possible.
- **OEM price increases...post warranty.** Be simple analogy, do you ever experience cost creep over time with things like your cable TV service? It's not a surprise that you might see cost increases when the OEM support contract comes up for renewal. This is your opportunity to shine showing the cost savings from AOM.
- **IT assets enjoy extended life.** Fact: AOM extends the life of IT assets. Instead of doing an expensive hardware refresh you can place your end user customer's technology assets under extended coverage for maintenance. This concept isn't new but makes our shortlist on selling the benefits of AOM.
- **Flexibility.** AOM consumption can be designed with flexibility in mind. This allows you to sell against other stakeholders who usually aren't as flexible. For example, a AOM provider could offer a short-term contract or monthly/quarterly billing.
- **Distributor relationship.** Work with your existing distribution partners offer turnkey solutions including automation and support with zero startup costs and zero liability. Programs like those listed below are in place today and allow you to consume and offer maintenance solutions to your customers from your oldest most trusted partner – the distributor!
  - ✓ ALTNET from Ingram Micro
  - ✓ ATS from SYNEX
  - ✓ ATO Data from Tech Data
  - ✓ Climb Lifecycle Solutions from Climb Channel Solutions

## CUSTOMER PURCHASE CONSIDERATIONS

There are three customer consideration buckets with the AOM buyer's journey. It's your job to meet the buyer where they are at and help get everyone across the finish line!

- **Passive consideration (35%)**
  - ✓ Wants to discover who is out there supporting TPM consumption (this is shortlisting)
  - ✓ This customer is likely being driven by trying to lower storage costs, etc.
- **Active consideration (60%)**
  - ✓ This customer has developed a Request for Proposal (RFP) and the Statement of Work (SOW) and is reviewing quote pricing and SLA terms.
- **Renewal (5%)**
  - ✓ Just want to make sure they are getting a competitive price.

## TARGETING SEGMENTS AND PERSONAS

Finally, a forward-looking view concerning AOM and business development. With a well maintained (and populated AOM portal), you can gain visibility into your end-user customer base to better understand behaviors. A no brainer.

The insights into your end-user customer's behavior allow you to target

what are called “lookalikes” and “nearest next-door neighbors” in the economic segments where you do business. For example, assuming you have an AOM business with aerospace clients on the commercial side, you could take the wisdom drawn out from your AOM Portal and experience with analytics to target similar personas in astra space (private space companies) and defense contractors. This may seem obvious: we recommend you let the “data” do the talking allowing you to develop more AOM business. This type of targeting also applies to individual personas as well.

## Business Segment Type

In today’s economy just about ANY BUSINESS WITH A DATA CENTER will want to extend the life of their equipment and reduce costs. Consider the following special cases:

- **HEALTH CARE** organizations have strict privacy guidelines, so they often keep their own infrastructure for extended service periods.
- **GOVERNMENT** agencies are often forced by budget restrictions to extend the lifecycle of their equipment beyond the OEM EoS.L. Further, some are locked into retaining old hardware platforms required to run proprietary legacy software programs they cannot abandon.
- Gartner estimates that over **70% of LARGE ENTERPRISES** currently utilize some form of TPM, speeding your discussion with them using the evolved option of AOM.
- **SMALL AND MEDIUM BUSINESSES (SMB)** are notoriously cost conscious, keeping their equipment well beyond standard warranty periods and unlikely to have invested in technical staff.

## End-User Roles and Personas

- **PROCUREMENT AND CONTRACTING STAFF**
  - ✓ Maintenance can make up over 15% of an infrastructure purchase. Buyers can stretch their budgets with AOM. A well-designed AOM portal provides control that a contract staff needs for managing the full asset lifecycle from purchase to service renewal to disposal.
- **EXECUTIVES: CTO, CIO, CFO, CEO**
  - ✓ Executives must balance the digital transformation of their business with the costs of that initiative. AOM lets them reduce expenses on service contracts while gaining visibility into the management of their assets. They may choose to extend the return on prior IT investments through AOM, or selectively allocate investments with a mix of OEM and TPM contracts managed through their AOM portal.
- **TECHNICAL STAFF**
  - ✓ Network and storage administrators and IT Managers may initially resist TPM because they imagine that OEM maintenance is superior. But AOM is “TPM Evolved,” with support that is quicker and more flexible than most OEM contracts: AOM Level 3 engineers are available on call for support within minutes; AOM support is not limited to OEM hardware failure when the problem may be one of configuration; the IT staff may be allowed to retain familiar, custom applications that only run on an aging data center.

## BLUE OCEAN / RED OCEAN VIA KEY ROLES

Here is another view of personas.

In business, there is the theory of Blue Ocean (optimistic) and Red Ocean (pessimistic). We can apply this to the direct sales motion and to key roles in the sourcing and procurement of TPM consumption.

### • Blue Ocean

- ✓ Chief Financial Officer
- ✓ Director of Sourcing
- ✓ Director of Procurement
- ✓ Sourcing Manager
- ✓ Vendor Management
- ✓ Vendor Consolidation
- ✓ HQ Procurement
- ✓ Global Procurement

### • Red Ocean

- ✓ Director of Infrastructure
- ✓ Director of Engineering
- ✓ Director of IT
- ✓ Director of Cloud & Infrastructure
- ✓ CIO

Both Blue and Red Oceans are an ideal conversation to pursue. Let's explain that. In the current economic environment, our field research indicates that the Red Ocean characters can now be turned into your best advocates. Where in the past the Red Ocean



characters might have pushed for big budgets and hardware refreshes to maintain political power in the enterprise, today the story is very different.

Today the Red Ocean characters are under tremendous pressure to cut costs and minimize expenses with the pandemic making this audience your new best friends forever and AOM advocates. Plus this audience will be able to assess the efficacy of AOM consumption from a technical vantage point and the make recommendations to the Blue Ocean characters.

One industry authority shared that the enterprise IT department would rather cut \$\$\$ than cut headcount.

Bottom Line: Use the Red Ocean characters to get in the door and the Blue Ocean characters to close the deal!





CHAPTER

# FIVE



## CHAPTER 5

# BRINGING IT ALL TOGETHER

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**F**irst of all, thank you for reading this book on AOM!

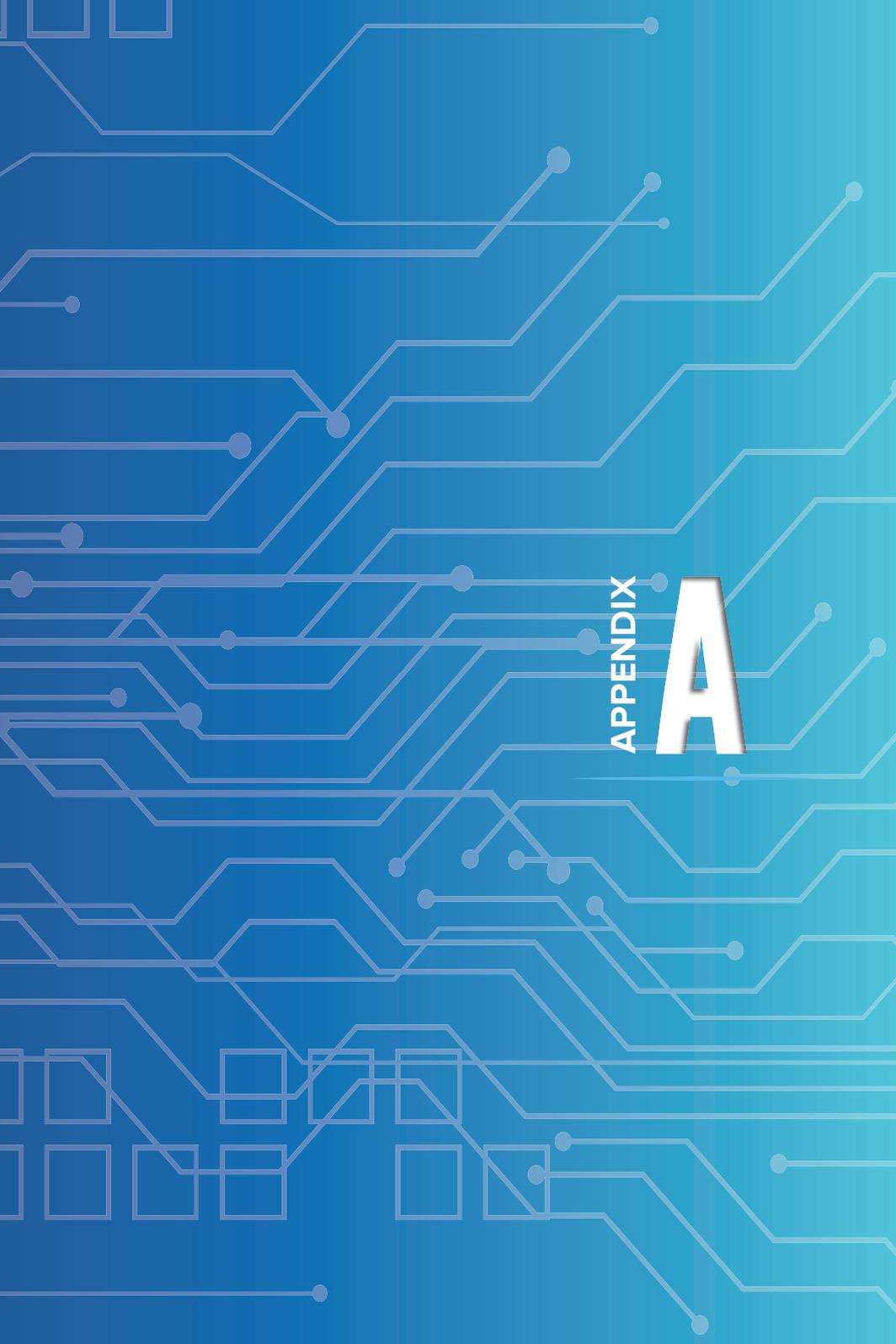
Your commitment to professional development (reading this book) is part of your flight to profitability in a pandemic recession!

Understand this important point. ***If you are not selling AOM consumption via contractual agreements to customers, SOMEONE ELSE IS!*** What would be “found money” following the guidance in this book becomes “lost money” if you don’t motivate and execute. More experienced readers get that. One of the toughest challenges is often to “get out of your own way” to pivot to new business models. The challenge is real and you aren’t alone. But the rewards are real and appreciated more than ever! The reward is to make MORE MONEY!

Let’s end with several recommendations.

- KPIs and Value Articulation: Articulate service quality – especially important for larger, global deals.
  - *TRANSLATION*: Appreciate that ANALYTICS are part of a modern business development approach.
- Create a Balanced GTM Strategy: Develop a focused sell-through and/or sell-with channel strategy.
  - *TRANSLATION*: Capitalize on the popular Partner-To-Partner (P2P) workflow in the technology channel.
- Segmentation Strategy for Partnering: Consider “teaming” with fellow Solution Provider Channel Partners.
  - *TRANSLATION*: Targeting the right partner will depend on your role but think BIG with AOM!
- Global Expansion: Leverage partnerships and acquisitions to expand the opportunity for global growth.
  - *TRANSLATION*: This isn't for everyone reading this book but, again, think BIG!
- Services expansion: Develop strategy to expand into adjacent service areas.
  - *TRANSLATION*: Think SCALABILITY to expand your solutions portfolio to increase your profitability (of course).
- Role-Based Sales: Devise tactical plans to market and sell to both IT and sourcing and procurement roles.
  - *TRANSLATION*: Sketch out the “personas” based on roles so that you can engage in an effective role-based sales motion.
- References: Focus on cultivating OEM-specific, geographic specific, and vertical specific references.
  - *TRANSLATION*: Like an industry, word gets around and growing by referrals is part of the TPM/AOM business development process.
  - One simple way to get references is this: USE LINKEDIN to give and receive recommendations. Trust us – it's the most powerful business development tool on Earth and professional colleagues are looking at your profile!





APPENDIX

**A**

# APPENDIX A

## ZPI Reseller - AOM Sell Sheet Page 1

DATASHEET

Zepol Productions, Inc. (ZPI)

### ALTERNATIVE TO OEM MAINTENANCE (AOM)

The **ONLY** channel-exclusive third-party maintenance in the industry available through distribution.

For over 7 years, ZPI has been a leader in cost-effective and efficient third-party and alternative to OEM data center solutions. We are proud to offer alternative to OEM maintenance (AOM) that covers most major OEMs including Brocade, HPE, Juniper, IBM, Hitachi, Dell/EMC, and more. All at 50% less than OEM support.

#### WHY ZPI ALTERNATIVE TO OEM MAINTENANCE?

- ZPI AOM saves customers 50% to 85% off OEM list price.
- **Channel-only exclusively from distribution.** We will never take your customer direct.
- Flexible service levels that range from 8x5xNBD to 24x7x4.
- 24x7 access to experienced, senior technical engineers.
- Automated sales tools to provide access to instant quotes.
- Reverse serial number look-ups to provide detailed asset data.
- No end-of-life hardware restrictions to extend the life of assets.
- Direct access to level three engineers.
- Access to 200 stocking locations and 400,000+ parts.
- Global reach serving 140+ countries.

#### THE ONLY THIRD-PARTY MAINTENANCE DESIGNED FOR THE CHANNEL

There are many companies entering the TPM market, most of them do not understand the channel and often take customers direct. ZPI was born and raised in the IT channel. We value our reseller and service provider partners. That is why we are exclusively delivered through distribution.

ZPI has also streamlined the quoting process. Our website, [www.zpiaom.com](http://www.zpiaom.com), provides automated quoting tools to instantly deliver end-user pricing. That quote can be used to place the order through their partner of choice who already has access to ZPI part numbers through their Distribution feed.



zepol productions inc.

#### KEY STATISTICS

- Gartner states that 71% of very-large enterprise customers leveraged TPM for support.
- By 2020, 80% of North American VARs will have an active relationship with at least one TPM provider.
- There are currently over 10 million data center devices under TPM contracts.

"End-user interest and demand for alternatives to OEM support for data center and network maintenance are increasing, fueled by a need for cost optimization, particularly for post-warranty and EOSL data center and network devices"

- Gartner

**Global Headquarters**  
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*The premier leader in OEM alternative solutions*

## ZPI Reseller - AOM Sell Sheet *Page 2*



zepol productions inc.

### PREMIUM SUPPORT FOR ALL MAJOR OEMS

ZPI alternative to OEM maintenance (AOM) covers every major OEM in your data center. We have invested heavily in our systems and tools to ensure that you can always get the right replacement parts where and when you need them. ZPI will support your current and post-warranty networking, storage, and server infrastructure with no end of support (EOS) date.

## ZPI HAS YOU COVERED!

Some of the Supported OEMs

**BROCADE**

**DELL**EMC

**digital**

**Sun**  
ORACLE

**EMC**<sup>2</sup>

**FORTINET**

**Hewlett Packard**  
Enterprise

**HITACHI**

**IBM**

**JUNIPER**  
networks

**Lenovo**

**overland**  
storage

**Quantum**

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For more information, reseller sales enablement tools and end user facing marketing material visit [www.zpiaom.com](http://www.zpiaom.com) or AOM is available from your preferred distributor at

Ingram - [www.altnetusa.com](http://www.altnetusa.com)

Tech Data – [www.atodata.com](http://www.atodata.com)

Synnex – [www.atstpm.com](http://www.atstpm.com)

Climb Channel Solutions – [www.climbls.com](http://www.climbls.com)

The logo for ALNET features the word "ALNET" in a bold, blue, sans-serif font. A red star is positioned above the letter "A".The logo for ATO DATA consists of the letters "ATO" in a bold, black, sans-serif font, followed by a vertical red line, and then the word "DATA" in a lighter, grey, sans-serif font.The logo for ATS features the letters "ATS" in a bold, blue, sans-serif font with a blue star above the "A". Below this, the words "ALTERNATIVE TECHNOLOGY" and "SOLUTIONS" are written in a smaller, black, sans-serif font, separated by horizontal lines.The logo for CLIMB features the word "CLIMB" in a large, bold, black, sans-serif font, with the letter "I" in blue. Below it, the words "LIFECYCLE SOLUTIONS" are written in a smaller, black, sans-serif font.

**THE END**

"GAME CHANGER! AOM is the NEW WAY and this book was my NORTH STAR to NAVIGATE success!"

~ William Holcomb, GC Micro

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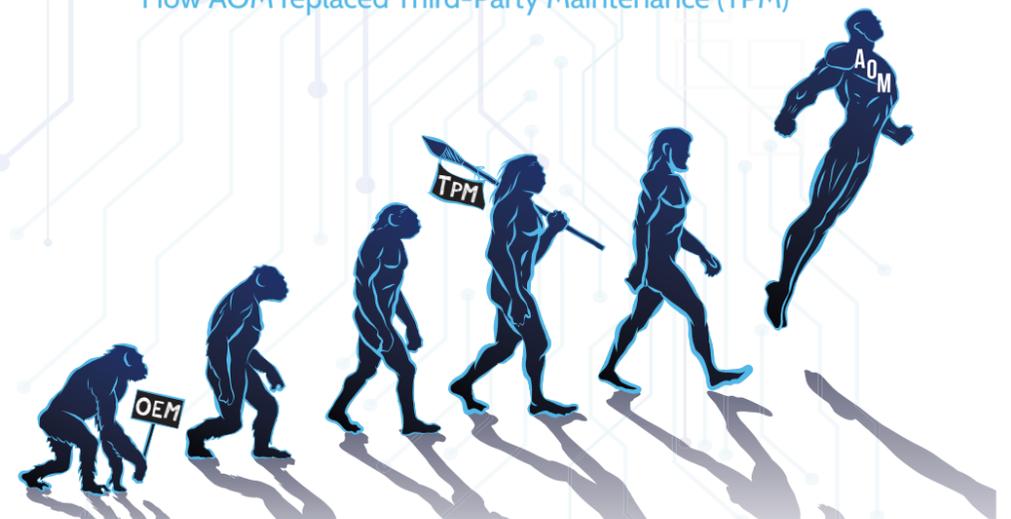
Ultimate Guide to Selling AOM : Amazing Alternative to OEM Maintenance (AOM) Opportunities

# ULTIMATE GUIDE TO SELLING

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## AMAZING ALTERNATIVE TO OEM MAINTENANCE (AOM) OPPORTUNITIES

How AOM replaced Third-Party Maintenance (TPM)



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