

An Expensive Secret

Our **competitor's solutions** often **require additional expense** to deploy beyond the cost of the software itself. They try to downplay this fact, but consider the following:

Will you need to access your customer's servers to house a database? A server can cost thousands of dollars. Your customer may not want the solution to sit on their current servers. They may want to isolate the application and data for security reasons, which means purchasing new hardware. Even if they don't, it's still *their* technical resources supporting *your* solution!

Does the software reside on workstations? If so, then a Microsoft SQL license may be required; which in addition to an expensive per-processor fee, your customer will have to incur a per-seat end-user fee. They will also require a management tool, such as Zen Works or Microsoft SMS, in order to manage, upgrade, or even remove the application, and these tools are not inexpensive.

Of course, on a small LAN, software can be installed manually. However, for more than a handful of users that's going to be very time consuming. A custom network may need to be created and installed to help automate deployment of the solution. Who's going to do this?

The technical roll-out of our competitor's solutions is often more encompassing than their marketing material implies, especially in larger companies. And with the knowledge that this expense exists, and that your customer will need to be closely aligned with the technical execution and roll-out of the solution, you may want to ask yourself the following questions:

Is your customer's IT department prepared to commit resources and time to your solution? Will they agree to incur the expense of additional technical infrastructure costs if necessary? Can this impact your time to market, and your ability to close deals quickly? If your solution resides on your customer's server, and it goes down, does your solution go down? Is important data lost? If you need the application re-configured, some functionality turned on or off, who does it? You or your customer? Is this a burden on them? How long of a wait might you have before they get around to it? At the end of the day, whose solution is it, theirs or yours?

When you evaluate the cost of a software solution, you need to consider **deployment costs** as well. If all you're doing is assessing the cost to acquire or gain access to the application, without considering the fact that there are implementation expenses as well, you're not really looking at the total expense of the solution.

Miracom utilizes an **Application Service Provider** model for solution delivery. What makes this model so enticing is that you and your customers can access our Web-based solutions without the effort and expense required to build and maintain a technology infrastructure.

We incur the expense associated with hardware and software acquisitions, including processors, servers, firewalls, storage, and networking appliances. And we manage the IT specialists who look after the system hardware, the infrastructure, the security, the communications, the updates, the fixes, *et cetera*, and who provide you with help desk services, so all you have to do is use it!

Our solution reduces IT involvement, which **IT managers prefer** because it frees them up to do more important work and, most importantly, it completely eliminates the technical expense of deployment for both you and your customer.