

BUYER PERSONAS

Security Conscious Sally - Office Administrator and Procurement

Demographics: 39, Female

Introduction: Sally works as the office administrator for a small business that can't afford an in-house security expert and whose internal IT resources can't help with protection and security because of demanding day jobs. Sally's heard the press about data breaches, cloud bleeds, ransomware, whaling and phishing and doesn't want to get caught out. She's terrified that each payroll run, payment batch and the sending of customer data could be fraught with danger. Simply put she needs security experts to keep ahead of malicious attackers – she doesn't want to be at the helm when a major attack occurs.

Pain Points: The company's computers are regularly infected with viruses and it's getting too easy for the attackers. While Sally knows to update protection, she doesn't feel as though is enough especially with clever malware around. She knows the company computers are at risk of downtime, but she's also terrified of losing customer data and the reputation or revenue hit that could follow.

Priorities: Sally has some knowledge of the industry and has researched what needs to happen in their business:

- Website and database code: Are there security flaws or vulnerabilities?
- Server and IT infrastructure: Is the hosting platform configured with security in mind-
- Network: Are firewalls in place? Can the network prevent or block attacks?
- System access control: Who has access to log in and can see data?

Research Habits: Sally doesn't research security software or firms heavily and would never consider a DIY solution. Instead she reads about breach after breach after leak and that scares her. She will research firms though (she's in procurement and drives a hard bargain after all), and will take recommendations from others. She won't value technical content but she will value firm reviews, testimonials and the like.

Link: [Internal and External IT Security Assessments and Maintenance.](#)

No Clue Nick - Owner

Demographics: 55, Male

Introduction: Nick's old school. He doesn't do tech and doesn't do organisation (even paperwork is a stretch). He's just a small business owner that knows his trade expertly but doesn't want to get caught up in the detail of IT and networks. He wants a full-service solution – networks, infrastructure and support. He can't afford downtime in his business and solves his problems immediately over the phone – so support on an as

needed basis is right up his alley – whatever the problem (printer, email, software). Nick doesn't understand the technology or thinks everything is too expensive and difficult to implement; and is a little sheepish after getting sold something that was supposed to fix all their problems but after the deal was closed, the support is nowhere to be found.

Pain Points: Nick doesn't do tech. He can't troubleshoot on his own, has no idea how to resupply the paper in the printer let alone get his emails back online, or figure out how to get his accounting system talk to his CRM. He likes other people to do the things they do best so he can handle the actual work. He doesn't want to deal with multiple companies, he wants the experts that are there whenever he calls. And when it's time to troubleshoot, remote takeover is ideal for someone with his short fuse.

Priorities: Nick still prioritises performance and a job well done over innovation and technology. But with very little time, he is open to being more efficiently especially around tech. 365 would work well for productivity and get his emails off the old Exchange; online/offsite backup of mission critical files and a VOIP phone and answering system are crucial for his future proofing. **Support, support, support.**

Research Habits: Nick will take advice from friends, will engage with simple content and a free consultation with a real representative. If he likes the rep he might just give them a chance.

Link: [Designing Business Continuity Solutions. On-site or Remote Support.](#)

Cloud Ready Clive - Owner

Demographics: 34, Male, New York

Introduction: As a young entrepreneur, Clive knows his stuff and researches like Stephen Hawking. Tech and start-up blogs and podcasts are the way to find out about new technology like bitcoin, blockchain and machine learning. The thing is though, Nick isn't technically savvy himself. And while he has a team of developers, they are busy building an MVP and can't commit to all the questions Nick has on all things tech and development.

Pain Points: Overwhelmed with the changes in technology. Wants them all, just like new toys. Wants to be viewed as an early adopter. To do that, he needs to start with migration to the cloud (emails and data), which will help him get the best out of his data. Additionally, there are concerns about the preservation of jobs, the span of control widening to external parties (IP and idea protection concerns).

Priorities: Keeping up with new technology and solutions to his storage, network, connectivity and communication requirements. Clive wants maximum efficiencies in improved speed to market and is excited about the ability to rent instead of own solutions, especially as things relate to new ventures that might not be permanent. An example, the infrequently used assets like those for disaster recovery.

Research Habits: The most research heavy persona in the group. Blogs, podcasts, webinars, talks and presentations he digests it all. Some of it he is sceptical about but for the most part Clive is an optimist. He's on board, he just wants a wide span of knowledge and some proactive solutions offered by his IT roadmap and support provider.

Link: [Designing Business Continuity Solutions. Migrating and Managing Server Infrastructure in the Cloud](#)

Multi-National Matt - CTO

Demographics: 54, Male, New York

Introduction: Matt knows his stuff. He's the CTO of a major multi-national. Offices across the globe and lots of challenges with system integration and document control all over the World. While strategy is a big part of his job, his team are responsible for day-to-day system administration, security and roadmaps. But he still needs help, in strategic road mapping requirements and in a full-service provider that he can trust with migrations, cloud and protection.

Pain Points: The proliferation of SaaS has overextended his internal resources, his team are typically working with loads of outside vendors, contractors and third parties to meet different customer requests. So, he's wondering if the cloud can better support efficient collaboration between the company and outside vendors by allowing secure network access to enhance file sharing capabilities.

Moreover, the company is supported by a huge budget for its people and culture. They support mobile taskforce and flexible working arrangements. How can today's mobile workforce get their work done at home more efficiently (call centre and executives) without the risk to client data and breach.

The last problem to solve is the cost to store and manage documents and emails.

Priorities: Matt wonders if moving their entire email organization to Office 365 is advisable and possible within a few days, without:

- Exposure to down time;
- Limitations to the number of mailboxes that can be migrated;
- New domain name requirements or costs; and
- Troublesome user experiences and account creation (license) difficulties once the migrations has taken place.

Research Habits: Will send his team to do his research work which could include large RFP documents, but will make quick decisions based on recommendations from his team and the information in front of him.

Link: [Migrating and Managing an On-Premise Microsoft Exchange Server to Microsoft Office 365 Hosted Exchange](#)