Room Alert
We've got this.

Managed Service Providers Increase Revenue While Helping Protect Customer Investments With Facilities Environment Monitoring

Room Alert monitors, sensors and software help protect customers against downtime caused by environment factors that are often overlooked. Offering Room Alert provides your customers the peace of mind in knowing that their facilities, networks and data are protected against costly downtime and loss while increasing your bottom line profit.



Selling Room Alert In The MSP Model

As a Managed Service Provider or outsourced IT Provider, your customers are looking for you to keep their networks up and running, their data secure, and to act as a valued partner in helping them grow their business.

As a Managed Service Provider, you are also looking for the best products and services to offer your customers. The ideal service is one that helps your customers remain productive, complements your other products and services, is an integral part of business continuity, sets you apart from your competitors, and helps you to increase your own revenues.

Room Alert monitors and sensors from AVTECH provide all of that, and more. When you install Room Alert, your customers benefit immediately from the "AVTECH Advantage".

Offering Room Alert as part of your standard service plan helps you to provide in-demand services that your customers want and need. Uptime, reliability, and data security are crucial for every business to maximize their business continuity and disaster recovery plans. Room Alert gives your customers peace of mind knowing that you're helping protect their business from every possible cause of unexpected downtime.

Why Room Alert and Environment Monitoring?

Managed firewalls and security features such as anti-virus software licensing and periodic network security audits are the calling card of many MSPs. Client networks need to remain protected against outside intrusion, inside client malfeasance, and stored data needs to be readily available.

What most end users don't realize is almost 30% of network downtime and data loss incidents are caused by environment factors… not hackers or human error.

About AVTECH

- In business since 1988
- Found in 186 of 196 countries worldwide
- Distribution in Rhode Island, USA and Shannon, Ireland

Room Alert Basics

- Six monitor models
- Pricing begins at $185
- Full range of sensor options and types
- Solutions for every industry, type & size organization

Room Alert Monitoring

- Online Room Alert Account Portal
- Local software provided
- Monitor with any third-party SNMP & JSON platforms

AVTECH



Industry research firms Gartner and Forrester have shown that environment factors such as HVAC failure, unexpected/prolonged power outages, and water leak damage will all cause massive problems for any sized business, yet almost 70% of these businesses are not currently monitoring environment factors proactively as part of their business continuity planning that could help warn of a potential situation.

For example, every building has smoke detectors and may also have a fire suppression system in the event of a fire. However, businesses are 10 times more likely to suffer from flood and water damage than they are from fire damage… and very few businesses have water leak / flood sensors placed within their facility.

Think about it: your customers are at risk for downtime and data loss from factors they aren't currently monitoring. As their MSP of choice, you can provide them with a proven solution to help keep them protected while adding an additional revenue stream into your business. Since you're already protecting your customer against data loss and network intrusion, it makes perfect sense to add in environment monitoring to create another layer of protection.

Positioning Room Alert

Every business has a firewall. In this day and age it's a given that the first step against data loss begins with installing a firewall. Once that's been completed, the ongoing monitoring and maintenance of the firewall helps maintain a high level of network security.

As noted above, firewalls are only effective against 70% of the root causes of data loss and network downtime. They don't commonly measure temperature readings, nor do they send automatic alerts if a facility's relative humidity eclipses a certain point. Firewalls also do not send alert messages to key personnel if water is suddenly detected in a server room, data center or other facility.

This is where professional and reliable environment monitoring with Room Alert comes in.

Your end users are relying on you to help monitor and manage firewalls, servers, network switches, IP PBX hardware, anti-virus software, and several other processes all dedicated to helping prevent outages and downtime. They count on your team to resolve other risks.

Introducing Room Alert and environment monitoring is as easy as pointing out that your customers are already receiving services from you that help them maintain uptime and keep them secure. Room Alert is simply extending protection that you feel is critical to their business continuity.

Room Alert is backed by AVTECH's extensive industry experience. AVTECH has been helping to monitor and protect businesses since 1988, and our decades of expertise have developed Room Alert into the worldwide leader in proactive environment monitoring products. Room Alert and our compatible sensors are Made in the USA, in a supply chain that is fully overseen by AVTECH every step of the way. Our business model guarantees your customers will have reliable devices that can be customized to fit nearly any facility, network, budget or situation.

If you are backing up data for your customer… *wouldn't it be better to help prevent situations where data might be lost?*

If you are monitoring server uptime for your customer… *wouldn't it be better to help maintain an environment that is optimal for server life and effectiveness?*

These are important points that you can easily make to your customers when introducing the proactive benefits of Room Alert and environment monitoring.

Customer Scenarios

Scenario 1 – Protecting Current SMB Client

A law firm with 15 employees is in a basement office of a multi-story building. As an MSP, you already provide them with managed firewall services, desktop and server support, software licensing and updates, hardware maintenance, and general IT support services.

During a regularly scheduled IT audit, you note that their "server room" is actually an unused small office that is centrally located in their space. There is no dedicated HVAC control in this room, and being in the basement, it tends to become extremely warm and humid for part of the year. There is also a concern over water leaking into the office space through the foundation and ground-level windows; any water will impact the desktop computers and cabling on the floor in your client's office.



While going over the IT audit results, you let your client know about your concerns over temperature, humidity, and the potential for water and flood damage due to their office location. Those environment factors can cause server and network failure, as well as data loss – all the issues that your client is paying you to help protect them against.

After placing a call to your dedicated AVTECH Product Specialist to discuss your client's physical office space, you propose installing and managing a Room Alert 12ER along with a Temperature and Humidity Sensor and a Flood (Cable) Sensor. This package will help protect your client against all of the environment factors you have identified that have the potential of being introduced to your client's office.

As an official AVTECH Reseller, you can purchase Room Alert and sensors at a discount, which allows you to earn revenue from the initial hardware sale to your client. As an MSP, you are also able to charge a monthly fee to monitor Room Alert via the Room Alert Account portal, our locally-installed Room Alert software or a third-party SNMP monitoring platform you may already have in place, just as you monitor your client's firewall and network status. This gives your customer the peace of mind in knowing you are looking out for their network health, and gives your own business the additional revenue stream from managing Room Alert on their behalf.

Scenario 2 – New Opportunity Client

Your firm brings on a new client who has left their former MSP; during your initial audits you identify a number of devices (including their firewall), computers, and servers that are out of date and need to be replaced. After sitting down with your client to discuss your concerns on the age and functionality of the equipment, they agree to replace it all based on your recommendation.

Replacing, installing, and maintaining this new equipment on their network comes with a $20,000 invoice; quite a sizeable investment on your client's part. Along with the upgraded security benefits a new firewall and updated operating systems bring, you also raise the issue of protecting their large investment against environment-related damages. Proactively monitoring factors such as temperature, humidity, flood, power, smoke, motion, and more will help keep their network running at optimal levels as well as helping to protect the hardware they are about to invest thousands of dollars on.

A consultation with your dedicated AVTECH Product Specialist results in your recommendation of the Room Alert 32E, along with several sensors which you will be able to place throughout their local server room/ data center, storage areas, HVAC unit, and along walls and roof junctures. This will allow you to proactively monitor several factors that could damage your customer's investment, bring down the network, and ultimately cause a major downtime event leading to lost revenue and customer confidence.

Just as in Scenario 1, you are able to purchase Room Alert and all the recommended sensors directly from AVTECH at a discount, allowing you to earn revenue from the equipment sale to your client. You are also able to charge an overall installation fee which covers Room Alert and all the sensors along with the installation of the rest of their network appliances. From there, a monthly fee helps to encompass all the proactive monitoring you are providing for your client's firewall, network management software, and Room Alert hardware. Your customer is truly protected against downtime events, and your firm has another additional revenue stream to help you grow, and set you apart from other MSPs who don't offer the value of environment monitoring as part of their service package.

Your customer is more likely to stay online and growm resulting in future opportunities for your business.

Follow Up Opportunities

More than 60% of Room Alert customers purchase additional products within the first 60-90 days after their initial purchase. This represents an opportunity to perform a post-install audit of the new equipment and identify any additional opportunities to monitor other areas within the facility.

In many instances, end users either begin their AVTECH experience with a smaller Room Alert model to explore it's features and then upgrade to a larger model for more capacity, or they decide to purchase more units to cover a larger footprint.

Many new users also decide to add more sensors to their Room Alert monitors once they discover how beneficial environment monitoring has become for their organization. In fact, we've often had new users contact us or their preferred reseller within a matter of weeks after their first purchase to discuss how Room Alert saved them from an environment crisis. The ease of use, combined with the immediate notifications, encourages new users to add more monitoring capabilities. Temperature is almost always the driving factor that leads users to Room Alert, and once the new monitor is installed, the user quickly realizes how many more environment factors they can monitor in addition to just temperature.

Knowing that the majority of new Room Alert users purchase again so quickly gives you, the reseller, the perfect lead-in to perform a post-installation audit of their new Room Alert monitoring solution. As part of this audit, you can review alerts with your user, identify other areas within their facility that may need environment monitoring, and investigate any opportunities to add capacity or sensors to any open ports on their Room Alert monitors.



How To Get Started

Adding Room Alert to your MSP's offerings is extremely easy. In fact, your experience in offering other managed appliances will help speed up your onboarding process.

All authorized AVTECH resellers are provided with Reseller Portal access, where you will be able to find pricing, client information, marketing materials, and so much more. To help you get started as quickly as possible, we offer re-brandable materials that you can customize with your own logo and contact information. This allows you to begin immediately marketing yourself as an authorized AVTECH reseller.

We also offer training and webinars for all resellers, along with assigning each reseller a dedicated Product Specialist for each identified customer opportunity. Our goal is to make sure all of our Reseller partners are able to put together the best solution possible for their customers, and the industry experience of our Product Specialists will help you do just that.

AVTECH resellers are able to earn escalating discounts on all of our hardware, including sensors, beginning right with your first sale. The more you sell, the greater discount you will receive.

Introducing Room Alert to your users is quite easy – you are already their trusted advisor when it comes to security recommendations, and monitoring their environment for potential outage causes falls under that category of managed services. Our Reseller department can help you learn how to position Room Alert to your users based on their own unique needs and situations. You will quickly find that you and your team are comfortable with Room Alert monitors, sensors, and software.

In addition to helping protect your clients' investments, you will also be setting yourselves apart from your competitors who aren't yet offering the peace of mind that environment monitoring with Room Alert provides. Your clients will be protected, your bottom line will increase, and your own business will grow, thanks to the AVTECH "Advantage".

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