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| **Offer** | Meeting Request |
| **Subject Line:** | Hey, do you have 10 minutes? |
| **Copy:** | Hi [first name],  I'm hoping to get 10 minutes with you this week.  Your knee-jerk reaction is probably “Heck no!”  But, if any of the following pain points hit home, then these 10 minutes might turn out to be a very good use of your time:   1. **Tired of buying more storage hardware.** Most companies rely on backup appliances to protect their data.  The trouble is when they fill up; it’s time to buy another appliance. 2. **Can’t reboot critical applications within 15 minutes** (if there’s a server outage). Most businesses can’t and sadly, most enterprise-class continuity and DR solutions are priced outside their reach. 3. **Want to exploit the cloud but too concerned about vendor security.**  It remains one of the biggest hurdles facing cloud adoption of any service.   We believe that **every** organization deserves enterprise-class data protection with backup and disaster recovery that can protect against data loss and provide some “operational resiliency” to survive a server failure.  C’mon – some of this has to hit home.  Let me know what day and time works best for you this week to chat?  Just reply to this email or give me a call at 1-XXX-XXX-XXXX.  Thanks,  [Your name] |