MARTELLO

Martello Vantage DX

MARTELLO PARTNER NETWORK SALES GUIDE

The digital experience management capabilities you need to drive revenue and boost customer value.

Good PSTN Call Rate

96.41%

Volume of Calls

- Poor
- Good

No. of Calls

Date, Time

HOW MARTELLO VANTAGE DX UNLOCKS NEW REVENUE OPPORTUNITIES

The adoption of Microsoft Modern Workplace solutions has surged in recent years. By November 2023, Microsoft Teams alone boasted over 320 million active users. 20 million+ of those are Teams Phone users—up nearly 30% year-over-year—and over one million are using Teams Rooms.[1] That's not to mention the millions of enterprises relying on Microsoft 365. However, the complexity of setting up and monitoring these environments is causing significant challenges for IT departments. Failures, dropped calls or meetings, and poor performance quality costs a business at least $573,000[2] per year in lost productivity and troubleshooting time.

This growing market presents a unique opportunity for you as a Managed Service Provider (MSP) to set yourself apart by offering services that ensure a frictionless, high-performance digital experience. IT departments simply don't have the end-to-end visibility necessary to find the root cause of problems, and when they can detect a problem, it's almost always after it's happened. They're constantly chasing their tails, resulting in frustrated users, frustrated management, and poor ROI.

1 Source: Microsoft's FY24 Q3 earnings call

2 Estimate based on a 5,000 employee/user organization.
   Source: Martello Microsoft Teams Performance Trends Report

THE COST TO YOUR CUSTOMER'S BUSINESS
>$573,000 per year in lost productivity and troubleshooting time

---

This is where you come in...

Martello Vantage DX is the only purpose-built tool to detect issues proactively, resolve them faster, and uphold the toughest SLAs while keeping costs under control. When you partner with Martello and add our cutting-edge solutions to your portfolio, the benefits for you are numerous:

SERVICE EXPANSION
Win new customers in new markets by offering managed digital experience management (DEM) services using the power of Martello Vantage DX

RECURRING REVENUE
Gain recurring revenue with existing customers by adding subscription-based services to your initial set up

CUSTOMER RETENTION
Increase customer satisfaction and reduce client churn by offering a powerful tool designed to optimize the end user's digital experience

IMPROVED MARGINS
Increase the efficiency of your operations team by using the only purpose-built solution that proactively manages Microsoft Teams and Microsoft 365

This sales guide will show you, step by step, how to stand out from the crowd and capitalize on the growing demand for Microsoft Modern Workplace by adding Vantage DX to your managed services.

ELIMINATE FINGER POINTING WITH PROACTIVE MONITORING

When you add Martello Vantage DX to your portfolio, you're positioned to offer leading-edge DEM services to your customers. Vantage DX eliminates the "finger pointing" often caused by the complexities of setting up and managing customer networks, remote workers, and multiple ISPs. Vantage DX helps you resolve issues before they impact users—unlike real-time troubleshooting tools that only address problems after they occur. Even if you already have network monitoring tools, you'll benefit from Vantage DX because you'll be adding the proactive monitoring which can't be found elsewhere.

How Vantage DX enables superior digital experience management

Vantage DX offers:

SYNTHETIC TESTING

- Proactive synthetic testing of user behaviors: Teams bots emulate users continuously
- Automated prioritization based on severity, # of users impacted, geography, user groups, VIP status
- Continuous monitoring with proactive alerts about anomalies
- Early warning of Microsoft outages: ~45 min to 1 hour in advance

NETWORK PATH TRACING

- End-to-end visibility in a single console, across all Teams and 365 services
- Hop-by-hop network path tracing from user to Microsoft data center
- Correlates network path tracing with performance data from multiple MS management systems to find the real root-cause quickly
- Tickets created automatically for IT

SINGLE TEAMS PERFORMANCE MANAGEMENT CONSOLE

- Enterprise-wide visibility of all Teams services and users in one console
- Automatic collection of Microsoft-native data
- Quick visibility of vendor performance, licensing and usage data
- Pre-set dashboards, alerting and workflows that are fully customizable
- Drill-down dashboards let you look at data from multiple vantage points to meet your specific need

So you can:

IDENTIFY ISSUES BEFORE THEY IMPACT USERS

- ✔ Offer proactive monitoring
- ✔ Find issues before IT or end users are aware
- ✔ Avoid the chaos of real-time troubleshooting

**PINPOINT THE ROOT CAUSE IN MINUTES, NOT HOURS**

- ✔ Fill visibility gaps
- ✔ Avoid finger-pointing thanks to clear issue ownership
- ✔ Save time to resolution
- ✔ Use the right IT tools for the issue

SEE THE DATA YOU NEED INSTANTLY, NO CODING REQUIRED

- ✔ Deliver actionable insights to your customers
- ✔ Maintain SLAs by optimizing resources and reducing downtime
- ✔ Identify and justify opportunities for optimization of Teams usage, license allocation, and performance

USE CASES: HOW TO MONETIZE MARTELLO VANTAGE DX

As adoption of Microsoft Modern Workplace grows, there is a lot more you can offer your customers other than just licenses. Think of it like a warranty on an appliance. Or an insurance policy. When you add Martello Vantage DX to your portfolio you can expand your revenue stream by offering a more seamless migration or more advanced monitoring.
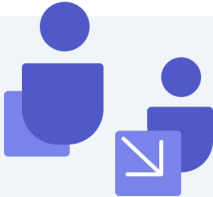
TEAMS MIGRATION:
SEAMLESS MIGRATION FOR YOUR CUSTOMERS

THE OPPORTUNITY

With annual spending on collaboration software sitting at a minimum of $33 billion[1], there is undeniably a business opportunity to support customers in migrating to Teams. However, migration to Teams can be fraught with difficulties, such as unexpected technical delays, network issues due to the bandwidth-intensive nature of Teams, suboptimal performance, and low user adoption.

To avoid these pitfalls, businesses need tools that not only identify potential problems before users come online, but also facilitate effective troubleshooting during and after deployment.

THE TECHNOLOGICAL ADVANTAGE

Martello Vantage DX provides advanced synthetic testing capabilities and end-to-end visibility of the entire Teams IT ecosystem, augmenting native Microsoft tools each step of the way.

With Vantage DX, you can:

- **Run rigorous, end-to-end synthetic tests that simulate real user behavior to identify and resolve issues quickly and early in the process.**

- **Quickly identify the root causes of issues during implementation, keeping pace as you scale up and add more users.**

- **Deliver a frictionless user experience, encouraging uptake and maximizing ROI.**

MONETIZATION OPPORTUNITIES

When you add Vantage DX to your suite of tools, you can deliver a more seamless migration. Services could include:

- **PBX to Teams Phone migration:** Assessment of existing telephony infrastructure, configuring Teams Phone, and integration with existing communication tools. You could add services like user training, provisioning of new phone numbers, and porting existing numbers.

- **UCaaS to Microsoft Teams and 365 migration:** Transition of user accounts, meetings, and chat histories to Teams, as well as integrating Teams with Microsoft 365 tools like OneDrive and SharePoint.

MONITORING AS A SERVICE:
ADDING VALUE FOR YOUR CUSTOMERS

THE OPPORTUNITY

By proactively monitoring performance, identifying potential issues, and resolving them before they impact end users, you can offer significant value beyond initial setup or licensing. Despite the widespread adoption of Microsoft 365 and Teams, many IT departments face significant challenges when it comes to maintaining the performance and user experience of these platforms. From dropped calls in Teams to slowdowns during file sharing in SharePoint, poor performance hinders productivity, and that hits the bottom line. Internal IT teams are often stretched thin and lack the proper tools to see the full picture and therefore identify and resolve issues quickly. .

THE TECHNOLOGICAL ADVANTAGE

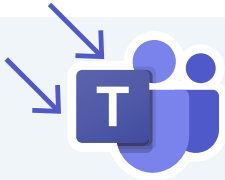Martello Vantage DX allows you to offer comprehensive monitoring as a service that delivers:.

With Vantage DX, you can:

- **Proactive issue detection** thanks to synthetic monitoring and real-time data analytics.

- **24/7 end-to-end visibility** across the entire Modern Workplace ecosystem, ensuring that no part of the network is overlooked.

- **Faster troubleshooting** by pinpointing the root cause quickly.

MONETIZATION OPPORTUNITIES

With Vantage DX as part of your technology suite, you could enhance your monitoring capabilities and offer services such as:

- **Microsoft services monitoring:** Tiered subscription plans based on the level of monitoring and support. Higher tiers can include more frequent reports, enhanced security features, and dedicated support teams. You can also offer add-ons like compliance management and advanced threat detection for an additional fee.

- **Endpoint monitoring:** A subscription-based model, charging per endpoint monitored. Offer enhanced security packages that include regular security assessments, incident response services, and compliance tracking. Premium pricing can be applied for real-time threat intelligence and remediation services.

- **User experience monitoring:** Performance-based pricing models, where clients pay for improvements in key performance indicators such as reduced downtime and enhanced user satisfaction. Offer customized user experience reports and optimization services as premium packages.

- **Device monitoring:** Provide device health reports and proactive maintenance plans. Charge a subscription fee per device monitored, with options for advanced analytics and rapid response support for an additional cost. Offer bulk discounts for larger organizations.

Internal IT teams are often stretched thin and lack the proper tools to see the full picture and therefore identify and resolve issues quickly.

TEAMS ROOMS:
DELIVER ROI FOR YOUR CUSTOMERS

THE OPPORTUNITY

Many of your existing customers operate a global, distributed business, or a hybrid work set up including remote workers. To support their operations, they are heavily investing in tools like Microsoft Teams Rooms, which have now surpassed one million deployments. With each Teams Room costing between $2,000 and $60,000, IT departments are under pressure to ensure these investments deliver ROI.

While Microsoft Teams Rooms Pro offers essential monitoring for in-room performance, you need a complete end-to-end view so you can detect issues wherever they arise. Plus, you need to be able to make sense of the data collected, prioritize it appropriately, and act quickly to ensure customer satisfaction.

THE TECHNOLOGICAL ADVANTAGE

When you offer monitoring and management services using Martello Vantage DX you move from reactive troubleshooting to managing performance proactively for your customers.

Vantage DX lets you:

- See the full environment from end to end and consolidate voice, video, connectivity and device health data all in one single view.

- Slice-and-dice Teams Rooms data however works best for the organization.

- Connect the dots to resolve issues faster with automated data correlation.

MONETIZATION OPPORTUNITIES

When you add Vantage DX to your suite of tools, you can deliver a more seamless migration. Services could include:

- **Teams Rooms management:** Charging a flat fee per meeting room monitored, with options for additional features such as room utilization analytics, remote troubleshooting, and regular system health checks.

- **Teams Rooms premium services:** Packages that include on-site support and customized optimization reports to ensure the best meeting experience.

TEAMS PHONE:
OPTIMIZE PERFORMANCE AND USER EXPERIENCE

THE OPPORTUNITY

Teams Phone simplifies operations for enterprises by adding voice services into their Microsoft Teams environment. It means they can move away from outdated PBX systems to a single, full-featured communications solution. However, migrating to Teams Phone introduces new complexities. It can be challenging to integrate with existing business phone processes, and performance is harder to manage due to a lack of inherent end-to-end visibility and more 'places' for issues to crop up compared to traditional telephony.

Since the Teams Phone environment includes remote and onsite end users, the local network, the Internet, the Microsoft data center, and the PSTN, it's difficult to get visibility across the whole set up. This makes it challenging to pinpoint the cause of issues, troubleshoot effectively, uphold strong service-level agreements (SLAs), and monitor and assess usage needs.

THE TECHNOLOGICAL ADVANTAGE

With Vantage DX you can expand your service offerings by providing complete, end-to-end visibility of the entire Teams Phone environment.

It enables you to:

- **See all networking elements in one view so you can troubleshoot problems faster than looking only at Teams Phone or the Teams collaboration experience in isolation.**

- **Easily determine the root causes of issues throughout the Teams Phone environment.**

- **Observe Teams Phone license utilization and SIP capacity to accurately identify usage needs and optimize investment.**

MONETIZATION OPPORTUNITIES

When you add Vantage DX to your suite of tools, you can deliver a more seamless migration. Services could include:

- **Teams Phone management:** Service plans based on the number of users or the volume of calls.

- **Teams Phone premium services:** Plans that include advanced call analytics, quality of service (QoS) monitoring, and priority support.

- **Teams Phone value-added services:** Additional features like call recording and transcription.

It can be challenging to pinpoint the cause of issues, troubleshoot effectively, uphold strong service-level agreements (SLAs), and monitor and assess usage needs.

PHASE ONE:
IDENTIFYING PROSPECTS

1

As adoption of Microsoft Modern Workplace grows, there is a lot more you can offer your customers other than just licenses. Think of it like a warranty on an appliance. Or an insurance policy. When you add Martello Vantage DX to your portfolio you can expand your revenue stream by offering a more seamless migration or more advanced monitoring.

1. WHICH CUSTOMERS MIGHT BENEFIT FROM MANAGED SERVICES USING THE MARTELLO VANTAGE DX PLATFORM?

Search for customers who meet the following criteria:

- Microsoft Teams is mission critical for the organization
- Monitoring Microsoft 365 and Teams is an important IT initiative
  - There is budget for Microsoft 365 and Teams monitoring
  - There are dedicated resources for Microsoft 365
  - There is awareness and buy-in from C-suite
- Willing to use 3rd party SaaS software
- Operates in Business English

EXPAND YOUR REVENUE STREAM

Offer your customers a more **seamless migration** or more **advanced monitoring**.

Qualifying questions

In your research and initial discussions with prospects, it's important to assess their need for collaboration software, their challenges with that software, and their appetite to improve their experience. Here are some questions which will help uncover these key characteristics:

- How much do you rely on collaboration software for your day-to-day operations?
- How often do you experience communication disruptions that negatively impact your team's productivity or business outcomes?
- How do you currently monitor the performance of your collaboration tools, like Microsoft Teams or Rooms?
- How much time does your IT team spend troubleshooting issues with Microsoft Teams or other collaboration tools?
- Are you able to identify and resolve performance issues with your communication tools before they affect your operations?
- Are you currently able to identify the root cause of performance issues within your communication tools, or do they frequently go unresolved?

2. WHAT SIZE BUSINESSES SHOULD I TARGET?

Many distributed organizations rely on global collaboration software like Microsoft Teams and 365, but the number of sites or number of users isn't always a good indicator as to whether they'll be a worthwhile prospect. Here are three profiles to target:

	A	B	C
NUMBER OF USERS	1,000+	250+	5,000+
REVENUE	$100M	$250M	$500M
NUMBER OF SITES	10+	5+	N/A
VERTICAL INDUSTRIES	Financial Manufacturing Professional Services Government	Legal Asset manager Wealth manager	Manufacturing Healthcare Retail Energy

3. WHICH JOB TITLES SHOULD I TARGET?

While someone like an IT Administrator might be the person who will use your services day-to-day, it's important to understand that several other members of the organization will influence the sales process.

The end-user	The buyer	The influencer	The gatekeeper
IT Administrators	Chief Information Officer (CIO)	IT Architects	Procurement Managers
Network Engineers	Chief Technology Officer (CTO)	Senior System Engineers	Vendor Management Leads
Unified Communications (UC) Managers	IT Director	Infrastructure Managers	IT Governance Managers
Microsoft Teams Administrators	Head of IT Operations	Security Officers (CISO)	Compliance Officers
Service Desk Managers	VP of IT	IT Project Managers	Finance Managers

4. WHICH VERTICALS SHOULD I TARGET?

There are several verticals which rely heavily on collaboration software and would benefit from more proactive monitoring and management of these tools.

	Challenges	Needs	Martello Solution
HEALTHCARE	**Regulations and Security:** Healthcare organizations are subject to strict regulations, such as HIPAA, requiring secure and reliable communication systems. **Complex IT Environments:** Healthcare providers often operate across multiple locations with complex IT infrastructures that require robust monitoring.	**Reliable Communications:** Timely and uninterrupted communication is vital. Disruptions or delays in communication can directly compromise patient care, leading to risks, liabilities, or even fatalities.	**Compliance:** The Martello platform helps maintain secure, compliant communication channels, reducing the risk of data breaches and regulatory penalties. **Reliability:** Proactive monitoring ensures that Microsoft Teams operates without interruption, providing healthcare professionals with reliable tools for patient communication, coordination, and telemedicine.
FINANCIAL SERVICES	**High Security and Compliance Standards:** Financial institutions must comply with regulations like GDPR and FINRA, requiring secure, uninterrupted communication. **High Stakes:** Even a brief outage or performance issue can lead to significant financial losses in fast-paced financial markets.	**Data Protection:** Financial services must protect sensitive data and ensure secure communication. **Real-Time Communication:** Financial markets and customer service expectations require real-time, seamless communication.	**High Security:** The Martello platform enhances security by ensuring that communication tools like Microsoft Teams are consistently monitored and secure against potential vulnerabilities. **Increased Uptime:** Continuous monitoring and quick issue resolution help prevent downtime, ensuring that financial transactions and communications are seamless and uninterrupted.
EDUCATION	**Distributed User Base:** Universities and large school districts often have a dispersed user base of students, faculty, and staff across various campuses. This makes it challenging to provide a consistent digital experience across various remote and on-site learning environments. **Budget Constraints:** Educational institutions often have limited IT budgets, making it difficult to maintain robust digital infrastructure.	**Effective Digital Platforms:** Online learning platforms and digital communication tools are essential for modern education.	**Performance:** By optimizing Microsoft Teams' performance, Martello ensures that students and educators can engage in seamless, uninterrupted virtual learning. **Efficiency:** The platform ensures optimal use of IT resources by proactively identifying and resolving issues before they escalate, reducing the need for costly interventions.

	Challenges	Needs	Martello Solution
GOVERNMENT	**Large-scale Operations:** With multiple departments and locations, governments often have sprawling, complex IT environments with multiple sites requiring coordinated communication. **Public Accountability:** Government entities have a duty to operate with transparency towards the public.	**High Security:** Government agencies handle sensitive data and require secure, reliable communication systems. **Continuity of Public Services:** Any disruption in communication can impact the delivery of essential public services, leading to dissatisfaction or even crises.	**Reliability and Security:** The Martello solution provides comprehensive visibility and control across all environments, providing smooth communication, as well as high security. **Continuity:** The platform helps government agencies maintain continuous, reliable communication, ensuring that public services are consistently delivered.
MANUFACTURING	**Global Operations:** Many manufacturing companies operate globally, requiring reliable communication across different time zones and locations. **Complex Supply Chains:** Manufacturing companies often struggle with coordinating communication across global suppliers and distributors, where delays can have serious ripple effects.	**Operational Efficiency:** Downtime or communication failures can halt production lines, leading to delays and financial losses.	**Productivity:** The platform ensures that communication tools like Microsoft Teams are always operational, minimizing disruptions and keeping production running smoothly. **Effective Coordination:** Martello optimizes communication performance across multiple locations, ensuring that supply chain coordination is efficient and timely.
RETAIL	**Omnichannel Communication:** Retail companies need to maintain communication across stores, and with customers online and in-store. **Peak Seasons:** Retailers face peak sales periods where communication and IT performance need to be able to handle increased demand.	**Customer Service:** Retailers must provide quick and efficient customer service and support. Any downtime or communication delays can lead to lost sales or customer dissatisfaction.	**Reliable Communication:** The platform enables consistent performance across all communication channels, supporting the retailer's omnichannel strategy. **Customer Satisfaction:** By ensuring reliable performance of communication tools, Martello helps retailers maintain high levels of customer service, especially during peak shopping seasons.

	Challenges	Needs	Martello Solution
TECHNOLOGY	**Innovation and Rapid Change:** Technology companies operate in fast-paced environments where they need to be able to scale their communication tools efficiently. **Product Development:** Downtime or performance issues in communication tools can negatively impact product development and customer support.	**Global Teams:** Many tech companies have distributed teams across the globe, requiring reliable tools for collaboration and innovation. **High Availability:** With their mandate to provide essential services, telecommunications companies need to ensure 24/7 uptime and reli	**Collaboration:** With Martello you know that Microsoft Teams will operate at peak performance, enabling seamless global collaboration and driving innovation. **Agility:** The platform provides the scalability and reliability needed to support rapid growth and changing business demands, helping tech companies stay agile.
TELECOMMUNICATIONS	**Complex Networks:** These companies manage complex network infrastructures across distributed sites that require constant monitoring and optimization.	**Customer Expectations:** Downtime or performance issues can lead to significant customer dissatisfaction and churn.	**24/7 Uptime:** Proactive monitoring ensures that communication tools remain operational 24/7, ensuring high availability and performance. **Optimal Performance:** The platform offers deep insights and proactive management, meaning that complex network infrastructures are optimized and run smoothly.

PHASE TWO:
A WINNING SALES STRATEGY

2

Once you've identified prospects or current clients who fit the ideal profile, it's time to engage in the sales process with them.

1. CONDUCT CONSULTATIONS

A consultative approach is one of the most powerful selling strategies, because it is focused on first understanding the specific challenges and pain points the enterprise faces. By identifying these issues, you can tailor your value proposition to demonstrate how the Martello platform directly addresses their particular concerns, making the offering much more compelling, since the potential client can see how it will solve their headache.

ACTION:
Conduct in-depth discovery sessions with potential clients to map out their current IT infrastructure, communication tools, and any recurring issues or inefficiencies.

2. SHOWCASE BENEFITS

By hearing and understanding your target client's pain points in the discovery session, you can choose to emphasize the benefits most pertinent to their situation.

ACTION:
As you highlight the benefits, make sure you:

- Offer detailed explanations of how the platform works
- Provide demos or visualizations of the platform
- Use real-world examples or case studies
- Share metrics or feedback from current users to demonstrate the positive impact on employee satisfaction and productivity
- Use ROI calculators or financial models to demonstrate things like potential cost savings and long-term financial benefits

Benefits and key messages

The table below highlights the many benefits of Martello Vantage DX and provides key messages you can use to communicate the value of proactive monitoring, including seamless performance, enhanced security, and business growth.

Benefit	Key message
ENSURE BUSINESS CONTINUITY	The Martello platform makes it possible for critical communication tools to be available consistently, which is essential for ensuring business continuity, particularly during crises or unexpected events.
MAINTAIN SECURITY STANDARDS	The Martello solutions include security-focused features that help prevent unauthorized access and data breaches. Enterprises can rest assured that their communication platforms are secure and compliant with industry regulations.
ENHANCE DIGITAL EXPERIENCE MANAGEMENT	Our platform continuously monitors and optimizes the performance of Microsoft Teams and 365, leading to better user satisfaction and higher adoption rates of digital tools.
INCREASE CUSTOMER SATISFACTION	For enterprises that rely on communication tools to serve their customers, our platform ensures that these tools are always performing at their best, leading to higher customer satisfaction and loyalty.
IMPROVE TEAM COLLABORATION	Enterprises with distributed teams or global operations will benefit from seamless, high-performance communication tools that facilitate collaboration across different locations and time zones. This is critical for maintaining productivity and driving innovation.
SCALE EFFORTLESSLY	As enterprises grow, the Martello platform can scale with them. The platform's flexibility allows it to adapt to increasing demands, ensuring that communication tools remain effective even as the organization expands.
REDUCE DOWNTIME	Enterprises will experience significantly reduced downtime with Microsoft Teams and 365, ensuring that their operations continue without interruption. This reliability is crucial for maintaining productivity, especially in fast-paced environments.
OPTIMIZE IT SPENDING	Martello Vantage DX proactive monitoring means enterprises can avoid costly outages and IT issues, leading to more predictable IT costs. Additionally, the platform's efficiency can reduce the need for extensive IT resources, leading to cost savings.
REDUCE IT INCIDENTS	Proactive monitoring and early detection of potential issues prevent problems before they impact the enterprise. This reduces the frequency and severity of IT incidents, leading to smoother day-to-day operations.
RESOLVE ISSUES FASTER	Enterprises will experience faster resolution of any issues that do arise, thanks to real-time monitoring and alerting capabilities from Martello. This minimizes disruptions and keeps business operations running smoothly.
STREAMLINE IT MANAGEMENT	The platform provides comprehensive insights and automation capabilities, reducing the workload on IT teams and allowing them to focus on strategic initiatives rather than firefighting.
CONSOLIDATE THE IT ECOSYSTEM	By integrating the Martello solutions, enterprises can simplify their IT ecosystem, consolidating monitoring and management tools into a single, comprehensive platform. This reduces complexity and makes it easier for IT teams to manage their environment.
MAKE DATA-DRIVEN DECISIONS	The Martello platform provides detailed insights and reports on communication tool performance, allowing enterprises to make informed decisions about their IT infrastructure and future investments.

3. TAILOR COMMUNICATIONS TO VERTICALS

Customize your messaging to resonate with specific vertical industries, addressing the unique challenges or regulations they face. This targeted approach makes the solution more relevant and appealing. See *Which verticals should I target?* section for additional insights.

> **ACTION:**
> Develop industry-specific marketing materials that speak directly to the challenges and needs of different sectors, such as healthcare, finance, or manufacturing.

4. LEVERAGE SUCCESS STORIES

Case studies and testimonials from clients who have successfully implemented the Martello platform provide proof of the technology's effectiveness and build credibility.

> **ACTION:**
> Create and distribute case studies that highlight measurable outcomes, such as reduced downtime, improved performance, and enhanced user satisfaction.

5. BUNDLE SERVICES FOR GREATER VALUE

Consider combining the Martello platform with other services you already offer, for example Microsoft 365 and Teams licenses, IT support, security services, or cloud management. Packages like these create a more compelling value proposition for the buyer both in terms of cost and issue management.

> **ACTION:**
> Develop tiered service packages that include the Martello Vantage DX platform as a core component, offering clients flexibility in choosing a solution that best fits their needs.

6. OFFER FREE TRIALS OR DEMOS

Allowing potential clients to experience the benefits and value firsthand is a powerful technique for converting prospects into customers.

ACTION:
Set up a trial environment for the client and guide them through the features and benefits of the platform, ensuring they see its value in action.

7. BECOME A STRATEGIC PARTNER

When you position yourself as a partner invested in your client's success, rather than just a vendor providing a product, you foster trust. This builds long-term business relationships, which paves the way for repeat business and referrals—both of which are more cost-effective and successful than reaching out to cold leads.

ACTION:
Regularly engage with clients, offering ongoing support, reviews, and updates on how the Martello platform continues to benefit their business.

Good PSTN Call Rate

96.41%

56
PSTN.
Calls

PHASE THREE:
MANAGING OBJECTIONS

3

In your discussions with prospects, they may present objections, hesitations or questions about paying for a new or expanded service. While technical and performance questions can be handled by doing demos and product validation testing, here is key messaging to deal with other common objections.

Objection	How Martello Vantage DX makes a difference
We don't need monitoring or management services. Microsoft already ensures Teams' performance.	Microsoft provides a great foundation for Teams, but it only offers visibility and control over its own data centers. There are many points between your users and Microsoft that can affect performance, including your local network, Internet connection, and devices. Vantage DX extends that visibility across your entire Teams and 365 environment, ensuring proactive issue detection, faster resolutions, and reliable service for end users—critical for avoiding disruptions that impact productivity.
We've already made a big investment in Teams. Why should we spend more on additional services?	Your investment in Teams is significant, which is why protecting that investment is crucial. Poor user adoption, unexpected downtime, and performance issues can diminish ROI and create operational inefficiencies. Vantage DX helps ensure a smooth experience by identifying problems before they disrupt your operations, maximizing user satisfaction, and protecting your investment by maintaining Teams' optimal performance.
We already have IT staff that can handle troubleshooting issues.	While your IT team can handle many challenges but sometimes they don't know of an issue until users report it or in other cases don't report it at all. Vantage DX significantly reduces their workload by automating monitoring and providing early detection of issues. It offers deep insights and an integrated view of your entire Teams environment, pinpointing root causes faster and freeing your IT team to focus on other strategic initiatives rather than being reactive to service problems.
We're not sure we'll see enough value from this service to justify the cost.	Vantage DX not only improves Teams' performance and reliability but also helps optimize costs. Faster issue resolution and improved user experience will help you avoid downtime costs, protect productivity, and increase ROI on your Microsoft investments. It also monitors license usage across your whole organization, ensuring you're not overpaying for underused licenses and that your infrastructure is right-sized to your actual needs.

UNLOCK NEW SERVICE REVENUE WITH MARTELLO VANTAGE DX

By adding proactive monitoring and migration capabilities to your managed services, you can help your clients avoid costly downtime and performance issues, and ensure that their Microsoft Modern Workplace solutions deliver ROI.

When you incorporate the powerful Martello Vantage DX into your business, you're not only solving a critical pain point for IT departments, you're also positioning yourself as a trusted partner in their digital transformation. Someone they'll continue to turn to as their operations expand. It's good business sense. Both now and for the future.

Get the support you need with the Martello Partner Network

At Martello we've created everything you need to empower you to add migration and monitoring services to your portfolio. It's called The Martello Partner Network.

When you join, you gain access to innovative technology, exclusive sales enablement, and co-selling opportunities designed to help you capitalize on the growing demand for Microsoft Modern Workplace solutions.

- Comprehensive Go-to-Market Strategies
- Ecosystem of Elite Technology Providers
- Lead Generation Tools
- Sales and Marketing Resources
- VIP Technical Support

TO DISCUSS YOUR MONETIZATION POTENTIAL OR IF YOU HAVE ANY QUESTIONS, BOOK A MEETING WITH OUR PARTNER TEAM

About Martello

At Martello Technologies, we empower IT teams around the world with unique SaaS for Microsoft Teams and Microsoft 365. Our team of seasoned high-tech veterans, creative problem solvers, ambitious new grads and an experienced board of directors all share the same mission: to deliver exceptional and productive digital user experiences in the modern workplace. Martello Technologies (TSXV: MTLO) is a public company headquartered in Ottawa, Canada with employees in Europe, North America and the Asia Pacific region.

MARTELLO