JumpCloud

PARTNER'S GUIDE TO SELLING JUMPCLOUD

Contents

Who is this guide for?

This sales guide is for managed service providers (MSPs) interested in providing IT security services for their client organizations.

Small to medium-sized businesses (SMBs) are increasingly in the crosshairs of cyber attacks and data breaches, highlighting the need to better protect themselves. A common approach is to outsource IT security to MSPs using that are using comprehensive, reliable solutions.

If you're new to JumpCloud, or want to brush up on your sales approach for JumpCloud products, this guide is for you!

How to use the guide?

Use this sales guide as a reference as you prepare for and pursue JumpCloud leads.

You'll find easy diagrams, qualifying checklists, and examples of questions to ask during the sales cycle to ensure a seamless experience for you and your prospects.

Print this guide to take notes as you perfect your sales approach for JumpCloud, or go green and save as a PDF for quick reference.

What will you learn?

MSPs that partner with JumpCloud are enabling their clients to choose the best technology for their organization. This guide will help you identify, understand, and address each client's individual needs and challenges to provide the right solution for them.

In this sales guide, you'll learn how to identify target buyers for JumpCloud, common use cases and pain points, and primary business values derived from the JumpCloud platform.
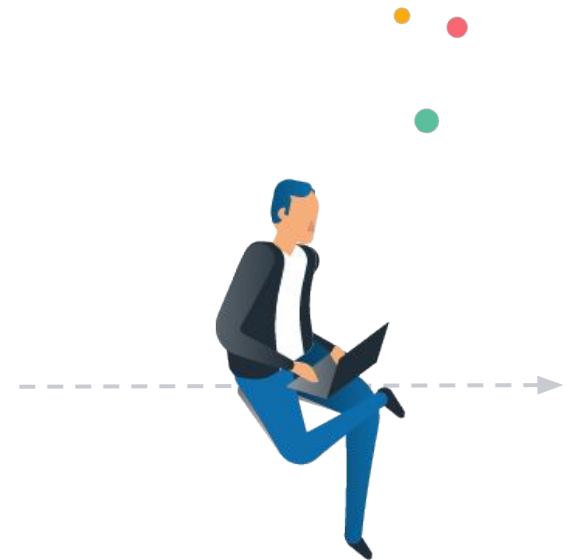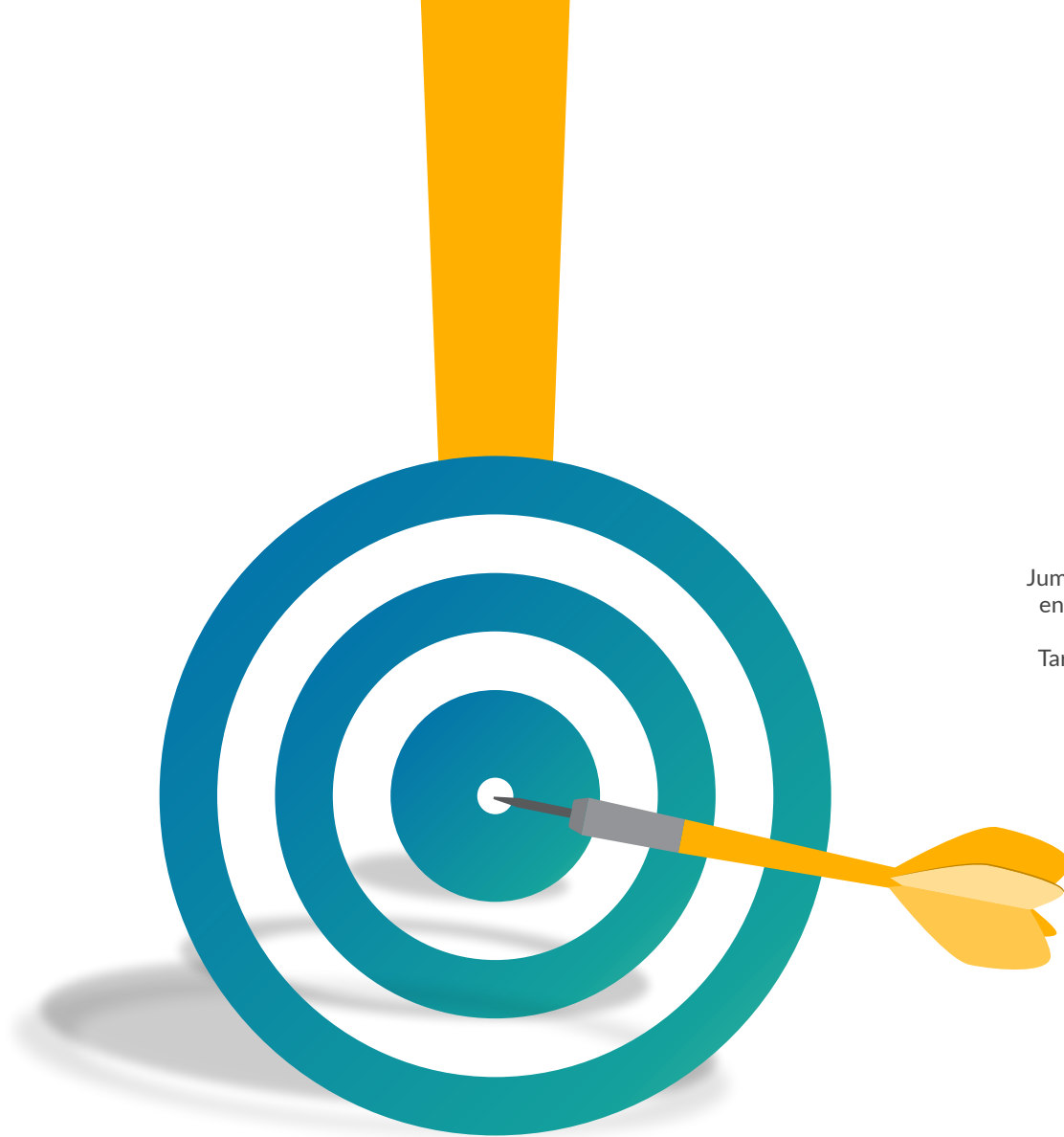
You'll also be equipped with the tools to anticipate and address common objections the surface during the sales cycle.

Identifying Prospects

JumpCloud®
Directory-as-a-Service

Target Buyers

JumpCloud is an excellent solution for businesses looking to enhance security and/or efficiency in their IT environment.

Target buyers tend to be **small to medium** sized businesses who have a **security-centric focus**, **heterogeneous environment**, and **multiple locations**.

Target Buyer Checklist

☑ Security-focused

☑ Shifting infrastructure/resources to the cloud

☑ No internal IT staff, or constrained IT team

☑ Rapid on-boarding / off-boarding

☑ Mixed OS environments

☑ Compliance (GDPR, HIPAA, PCI, SOX, etc.)

☑ Remote workers/ Multiple locations

**Small to Mid-sized Businesses (SMBs)**

No Directory

- Has gotten by without a true centralized directory
- Uses G Suite™ or Office 365™ as a business hub
- Has little or no existing on-prem hardware or servers
- Will need a directory solution soon for growth & security

3 Use Cases: Identifiers

Target buyers will fall into one of three use cases for JumpCloud. These use cases will help you identify the prospect and understand their existing environments, along with any challenges and opportunities.
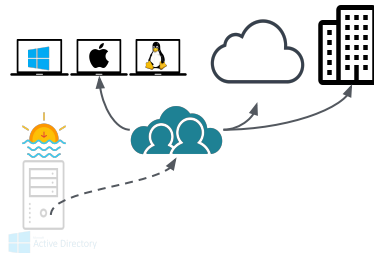
AD Migration

- Uses Active Directory and/or Azure & could benefit from replacing them altogether
- Is approaching a massive capital expenditure (CapEx) to update existing infrastructure and would appreciate a cost-effective alternative that can be rolled in with OpEx
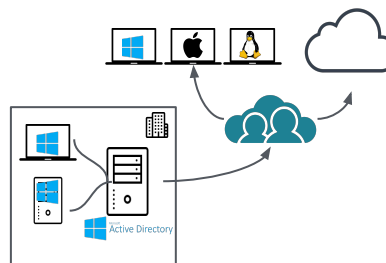
Active Directory

AD Extension

- Has existing on-prem servers & network infrastructure
- Uses Active Directory & needs to keep it
- Needs a way to extend AD identities to MacBooks, third-party web apps, WiFi & VPN authentication, etc.

Active Directory
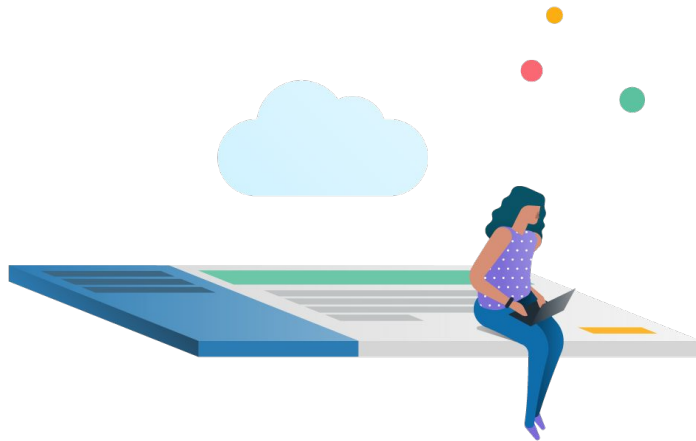
3 Use Cases: Drivers

The **"why"** gets folks off the couch and interested in what you have to say. As you identify prospects that fall into each of these use cases, you'll be most successful if you target the "why" behind each use case.

No Directory

Consolidation of Tools & Vendors

- One pane of glass- manage all access control
- One low price versus time and complexity in vendor management.

Starting security off on the right foot

- G Suite is not a directory.
- Startups ignore security. We make it inexcusable.
- "I bet you have a spreadsheet with the passwords."

Simplicity in Management when IT is constrained

- Hyper-scaling startups needs simple & efficient onboarding strategies.
- Recession-proof your IAM strategy - see consolidation above, re-evaluate your TCO across all vendors, and apply that to a risk model if we go into a bear market.

AD Migration

Go all Cloud today

- AD is typically the missing piece to the "cloud" puzzle.
- Remove the time-suck of managing forests, uptime, and windows servers.

AD is not free - stop believing it is

- "What is your AD authenticating right now?" CALS cost real money.
- Management time, passwords resets & availability = hard currency for your business.

Future-proof IT decisions

- Ensure your foundation is ready for any IT resource you want to deploy… not just those that work with AD. (Think: wholesale move to G Suite from Office)
- Azure AD is not your solution if you hope to answer the question above without additional vendors. (Think: MacOS adoption)

AD Extension

Improve your user's experience

- Password reset, reduction of VPN dependencies and more create a better experience for users.
- Allow preferred OSs like macOS to be a reality when they need authentication from AD.

Improve your AD management experience

- Leverage true SaaS management for AD and Azure AD vs. Windows Admin Center.
- All-in-one admin for windows, Macs, G Suite...everything.

Have a strategy for remote workers or subsidiaries

- Put the VPN hassle to bed. Remote workers systems (any OS) are always governed.
- Acquired companies can be put under control without deploying domain controllers.

NOTES:

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Qualifying Questions

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Discovery Questions

Lead the conversation by asking open-ended questions, but let the prospect to do as much of the talking as possible. This is your chance to understand their IT setup, and more importantly, **why** they would implement JumpCloud. Try to understand why a given feature is important, why security is important, why they want to do this now.

Their Challenges

- What is difficult in their current management workflows?

- Why is 'improving security' important? An Audit? Customer request?

- Why is 'streamlining onboarding processes' important? How much time does it take right now? Lots of remote users?

Their Goals

- What is their ideal state?

- Restate their overarching goal back to them, as you understand it, so we're all on the same page

Their Business Drivers

- "Are there bigger picture business issues driving your interest in Directory-as-a-Service?"

  ○ Demands from customers?
  ○ Leadership initiatives?
  ○ Past security issues?
  ○ Upcoming compliance?
  ○ Future IPO?

> *What percentage of your machines are macOS?*

GOOD

> *Do you have security blind spots on your systems, like lack of screen lock or no full disk encryptions?*

BETTER

Pain Points

The goals of qualifying questions are to dig into the prospect's IT landscape and to determine the pain points that would cause prospects to be interested in a directory service.

Find the true pain in your prospect's business. This will give you the leverage you need to close the sale.

Common Pain Points

JumpCloud has identified common categories of pain points for prospects. Brainstorm a few qualifying questions to help you discover these pain points with your prospects.

Security Control	Total Cost of Ownership	Employee Friction	IT Administration
• Lack of control of macOS	• Maintenance, uptime, monitoring expenses	• Too many passwords to remember	• Manual and laborious employee on-boarding
• Shared key for wi-fi networks	• Employee downtime due to disconnected domain	• No self service password management options	• No ability to support remote users/systems
• No password complexity rules	• Hardware refresh cycle	• Non central application access	• Lack of visibility into systems, applications
• No ability to enforce FDE			• Lack of central user and group management
• Insecure employee off-boarding			

Example: "what's your off-boarding process?"

Example Questions

Are you struggling to on-board and off-board employees?
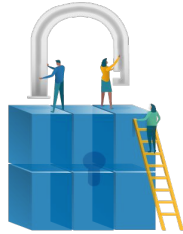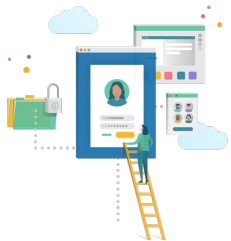
Do you have an existing directory service?
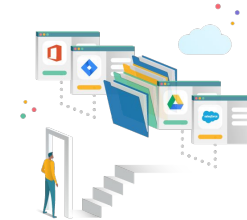
Do employees have too many passwords to remember?

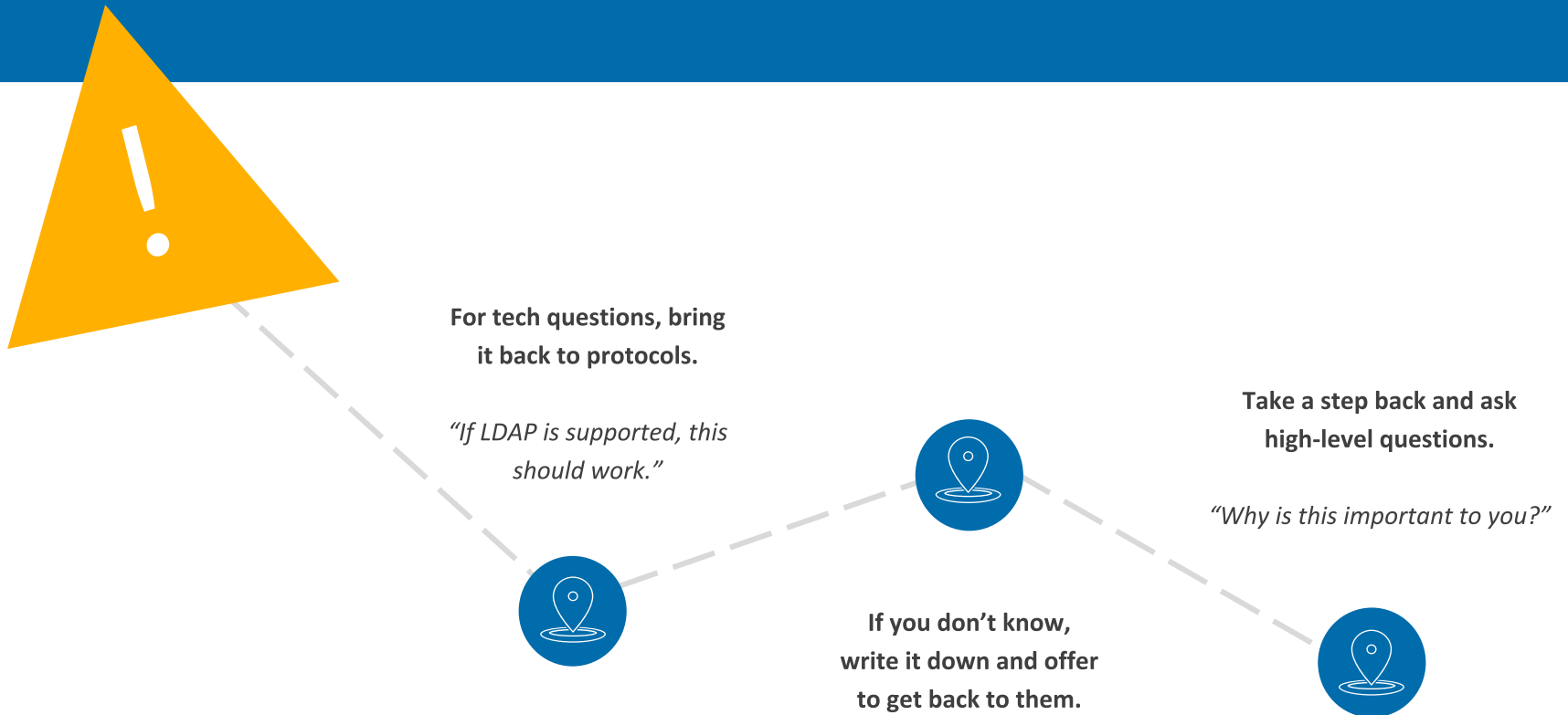How do you manage and secure your macOS, windows, linux environments?

Do you have any upcoming security or compliance audits?

Do you have any security blind spots?

Overcoming Objections

JumpCloud
Directory-as-a-Service

How to handle questions and objections

For tech questions, bring
it back to protocols.

*"If LDAP is supported, this
should work."*

Take a step back and ask
high-level questions.

"Why is this important to you?"

If you don't know,
write it down and offer
to get back to them.

| Objection	Details	How will you overcome?
We already have SSO.	JumpCloud is much more than an SSO. Think policy enforcement across systems, wi-fi security, directory integrations.	*"Does your SSO solution leave any security blind spots?"*
AD is working fine.	JumpCloud is an alternative to Active Directory, a nearly 20-year-old technology built for homogenous Windows networks with everything on-premises.	*"Do you ever plan on supporting macOS, remote users, linux, cloud infrastructure, remote users?"* ... *"What added costs are associated with managing on-prem servers?"* ... *"Is AD your last on-prem resource?"*
Seems expensive.	Businesses that look at the total cost of ownership (TOC) of Active Directory find that the hardware refresh cycle, maintenance, CALs, support and server licensing far exceed the single subscription cost of JumpCloud.	*"JumpCloud is less expensive than a combination of Jamf, Okta, etc."*

Business Value

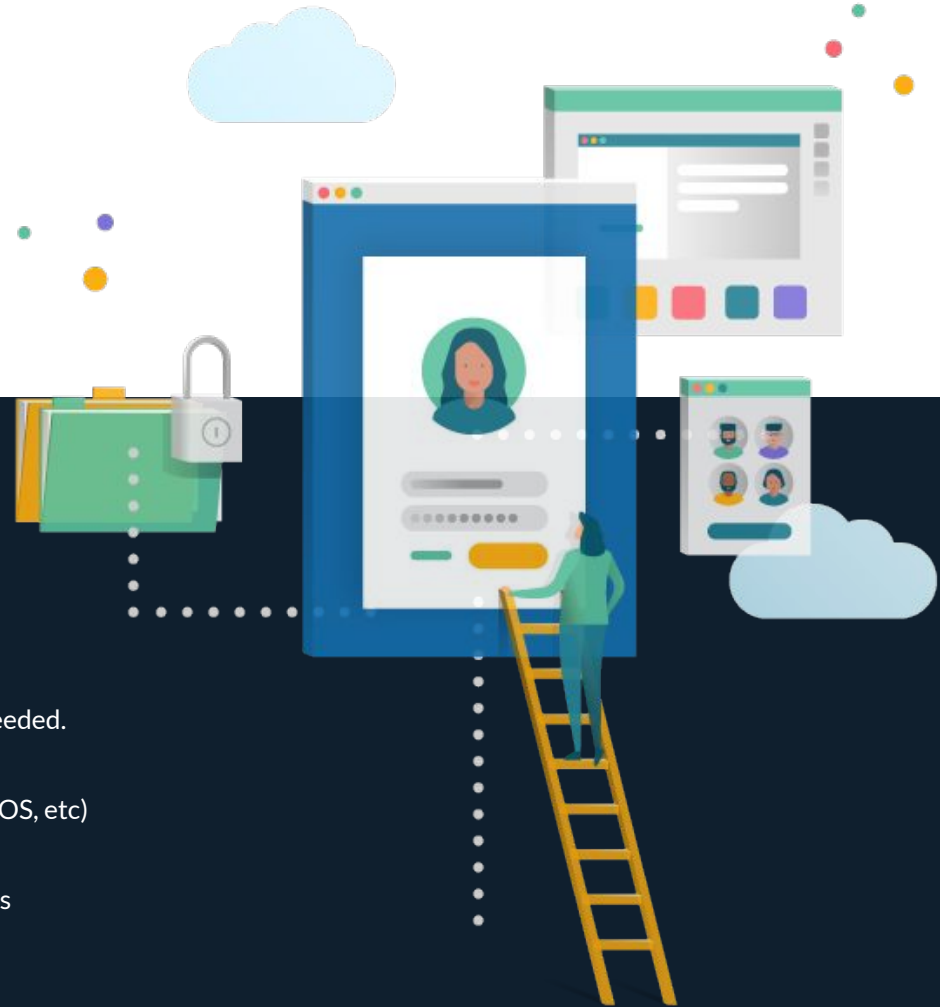JumpCloud
Directory-as-a-Service
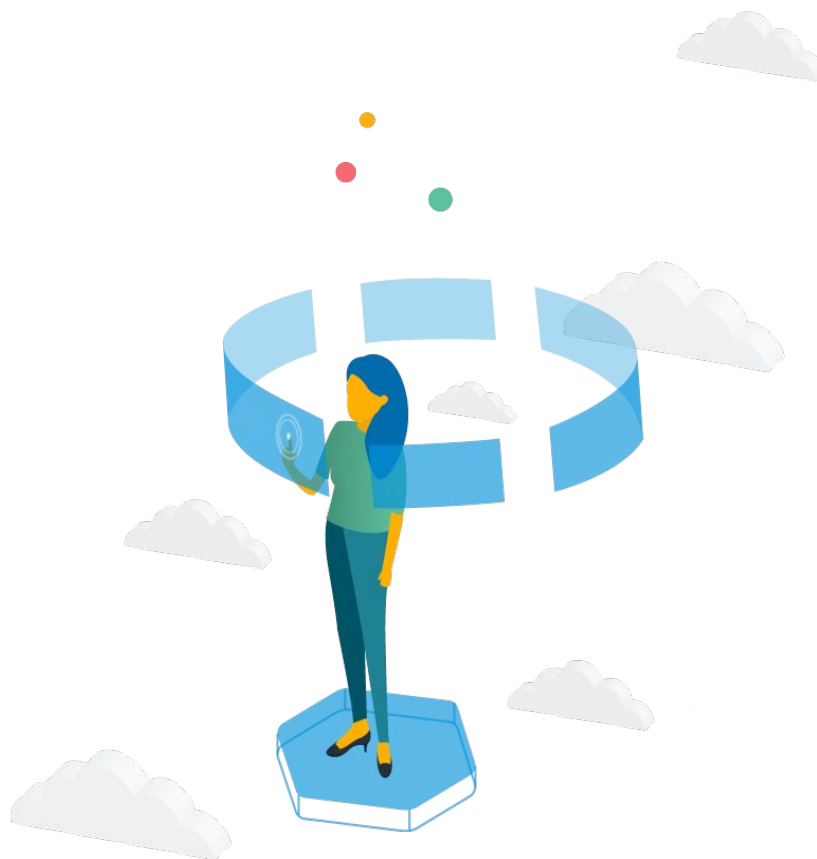
Value to Clients

There are many reasons businesses turn to JumpCloud. One of the most relevant reasons as our platform has matured over the years is **consolidation** and the r**eduction of IT vendors**.

For example: from a single platform, you can enforce drive encryption on macOS and Windows, as well as provide employees a true single sign-on experience for their web applications.

The JumpCloud Solution

➜ Reduces local server environments (Active Directory)

➜ Reduces the number of SSO/System management vendors needed.

➜ Supports non-MSFT environments (G Suite, Linux, AWS, MacOS, etc)

➜ Allows for better management of remote users, cloud services

➜ Increases security and improves user management

➜ Supports employee productivity and self-service password reset

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