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# Delphi Case: 15 Objections

1. I already have Cisco, HP, etc
   1. Ours builds on new technology from Intel Israel/Israeli Military to find faults before they happen with predictive pattern matching.
2. This sounds magical; how does it work?
   1. It looks at the patterns in things like packet flow and memory. The patterns come from our database of hardware and software from all of our customers.
3. I don’t want my data shared outside my company.
   1. It’s just patterns; for example the relative change in packets per second, not the actual packets.
4. I really don’t want data shared
   1. The software can give you a copy of the report before it is sent to us; one of your tech guys can review it.
5. We need legal approval for that.
   1. We will work with you to secure that. Again, no actual data from your customers is shared. Just things like relative change in packets per second.
6. Will this require more staffing?
   1. We will handle install. We think you can reduce cost – (up front I asked how much do outages cost – feed that back to them).
7. How do I know that you will be around
   1. We have a $10 million dollar investments from 2 Venture firms and Intel choose to license to us.
8. Are you sure you own the IP?
   1. We will show you a letter of opinion from our lawyer that we own or have licenses for all of the IP.
9. Can hackers use this product to gain access to my network?
   1. It is a very small attack surface – it just monitors the network. There is nothing really to access or attack.
10. How will it be installed?
    1. We will handle install for you. It goes in your network center – it is very easy to add. One device for every 50 routers.
11. Will the system scale?
    1. Yes. Each device watches its own routers. One device per 50 routers with up to 15 devices now.
12. Why is Intel letting this out the door? (I actually got this question)
    1. Intel does not sell direct to customer. They choose to license to use because they think we were the best to market this device.
13. The annual support fee sounds expensive.
    1. You get access to our shared library of patterns that is always being added as more hardware and software is released. You gain from other companies trying new software and hardware. We think this is underpriced for the value you are getting.
14. Why should I beta test?
    1. So that we can customize the software to really meets your needs. By getting in today you will have special access to our engineers, if you want it, to make sure that you are really satisfied.
15. Bring the price down.
    1. I can prepare a report for you that shows that this is ROI positive. You can show that to your boss to show that this is one of your best opportunities now.