
HYCU Protégé for Office 365

IT Professional Focus Group & Messaging Analysis

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Executive Summary

The Challenge HYCU Faces in Marketing Microsoft Office 365 Data Protection Services

Like all vendors that provide data protection solutions for Office 365 deployments, HYCU faces the reality that most IT buyers believe that "Microsoft does this". They strongly feel that as a Microsoft Office 365 customer, Microsoft is handling all aspects of data protection and backup for their cloud-hosted data.

Logically, until they realize that this is *not* the case, they're unlikely to search out a 3rd party data protection solution or determine that they should implement one.

Time and again through the course of our real-world research for this report, we discovered this sentiment in the feedback and comments from real IT professionals.

Importantly, our research shows that they clearly do not have a strong grasp on the specific, highly realistic scenarios where Microsoft's availability and retention features will leave them exposed to data loss.

Additionally, because feedback shows IT buyers perceive HYCU as a new entrant in the data protection market, HYCU needs to establish trust with these IT organizations - trust that promises will be delivered, and customer data accessed by HYCU is safe.

Please note the following summary of the *three key areas* that, as our research has shown, need to be addressed to successfully message this Office 365 data protection solution.

"Like all vendors that provide data protection solutions for Office 365 deployments, HYCU faces the reality that most IT buyers believe that 'Microsoft does this'."



Scott D. Lowe
ActualTech Media
CEO & Co-founder

1 The Market Needs to Know They're Exposed & Where That Exposure Lies

Job No. 1 for HYCU is to educate prospects on the specific scenarios where data loss can occur, convincing them with real industry data that organizations like theirs are experiencing these challenges right now.

Next, HYCU needs to clearly explain exactly how they will help protect prospects in these specific areas, including, but not limited to, data loss caused by security breaches, ransomware, and administrator configuration errors.

2 Prospects Need to Know Who HYCU is and That HYCU Can Be Trusted

Second, from our research it's clear that, as a new entrant in the data protection space, HYCU needs to use its website to establish trust with prospects: trust that their letting HYCU have access to their data is safe, that other organizations use HYCU to protect Office 365 deployments, and that those organizations are happy with their service or solution from HYCU.

They also need to trust that if they use the HYCU solution, they'll be able to meet their internal or contractual SLAs. If there is any doubt on this, they'll likely move to a more familiar vendor.

3 Prospects Need to Understand the HYCU Model

Given that most IT professionals are just starting to learn about HYCU in the Office 365 data protection space, they need to understand "what HYCU is".

Real feedback in this report shows that at first read, they're unsure if HYCU is a *company* or a *product*. They seem to grasp that a managed service is provided, but they're confused about exactly how the model works. They're unclear as to what access HYCU requires to their data and what the implications are of allowing this access.

In short, IT buyers need HYCU to explain:

1 Why they have a problem, exposure or risk even though they're not aware of it

2 Who/What HYCU is and why they can be trusted to help

3 Exactly how HYCU helps in the problem areas identified in No. 1

Test Goals

The goal of this research report is to help the team at HYCU understand how their Office 365 data protection offering is perceived through a feedback exercise with over 30 IT professionals who have deployed Office 365 in their environments in the past.

To accomplish this, ActualTech Media asked these IT professionals to review and provide feedback on the [HYCU Protégé for Office 365 landing page](#) found on [www.hycu.com](#)

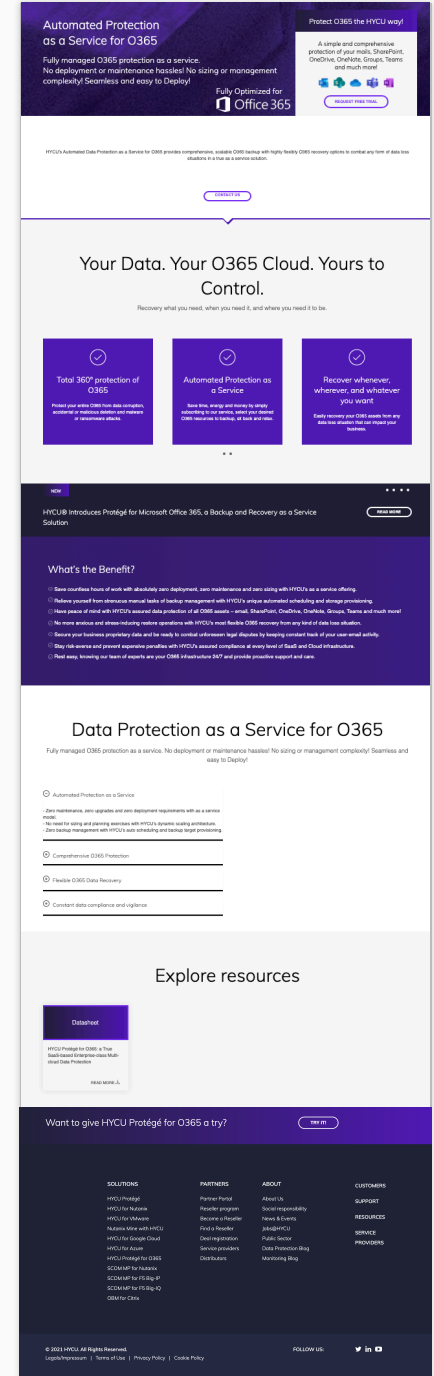
The learnings from this process will help improve the marketing messaging for the Protégé solution by:

- 1 Helping IT professionals understand their true exposure to data loss with Office 365
- 2 Build trust that HYCU should be their partner in solving this data loss risk issue
- 3 Showing exactly how HYCU will help, leading IT buyers to want to learn more and engage in a trial, request a demo or download an additional resource

The following report sections will reveal the actual feedback of real-world IT professionals who reviewed the landing page along with recommendations from the analysts at ActualTech Media highlighting the actionable steps can be immediately undertaken to remove buyer hesitation and increase trials and requests for more information.

Learn how HYCU's Office 365 data protection offering is perceived via feedback from over 30 IT professionals who have deployed Office 365 in their environments in the past.

HYCU Landing Page



High-Level Recommendations

Positive Reinforcement: While we're going to dive into areas for improvement throughout this report, the IT professionals we engaged to review the landing page mentioned how much they liked the clean and uncluttered design of the page, the option to engage in a free trial and the copy that highlighted the ease of deployments, low maintenance and promise of automation.

As discussed earlier in the executive summary, successfully addressing these three main areas will increase the impact of the marketing messaging for this solution.

Here are the top-level recommendations from ActualTech Media's analysts to address these three key areas:

1 The Market Needs to Know They're Exposed & Where That Exposure Lies

- Lead with a headline that grabs attention and effectively conveys that "Microsoft doesn't fully protect your data"
- Include a statistic that explains the risks of data loss with Office 365, e.g. "In a survey conducted by ActualTech Media, 1 in 4 Office 365 administrators said they've experienced unexpected data loss - from simple user error to major data security threats."
- Briefly explain what Microsoft does and *doesn't* do. Show three main areas that are vectors for data loss:
 - Security Breaches
 - Ransomware
 - Administrator configuration error
 - Other causes HYCU may see in customer environments
- Create an explainer or IT influencer video and embed toward the top of the page to explain and illustrate these key points and add 3rd party credibility

What's 'O365'?

Most users did not automatically know that "O365" stands for "Microsoft Office 365". O365 may be more of an industry marketing short-form term than terminology that IT professionals actually use.

✔ ACTION

Convert all uses of "O365" to the longer form "Office 365" or "Microsoft Office 365"]

The One Key Statistic

As a part of this research, ActualTech Media conducted a survey of its audience to determine how many Microsoft Office 365 administrators have experienced unexpected data loss in their Office 365 environment. HYCU is welcome to use this statistic in their marketing copy.

1 in 4 surveyed Office 365 administrators said they've experienced unexpected data loss.

"We promise that we'll have a least 3 out of 4 e-mails at all times! Would that satisfy you?"



James D. Green

ActualTech Media Analyst

2 Prospects Need to Know Who HYCU is and That HYCU Can be Trusted

- Include “Trusted by...” logos for companies currently using or beta testing the solution
- Explain regulatory compliance qualifications, encryption standards HYCU has in place
- Include testimonials from personas at successful customer companies
- Feature Trustpilot or G2 Crowd or similar site awards, marks, reviews
- Directly state in the copy that HYCU will help prospects meet their internal SLAs and how
- Go deeper on the compliance features of the HYCU solution – both the common pains in maintaining compliance and how HYCU helps solve this pain
- As it relates to building trust, see point no. 4 above regarding videos that feature IT influencers who can bring instant credibility to your landing page

3 Prospects Need to Understand the HYCU Model

- Clearly explain what the solution is. Is it software? If it’s SaaS, how does it connect to Office 365? Is it a managed service?
- Explain that HYCU is the company, but the product is Protégé
- Show how it works with the use of diagrams or a video animation
- Add additional, full-view screenshots
- Consider including sample pricing or explain the pricing model
- Links to more resources that go into deeper detail. For example, whitepapers, data sheets or case studies. Consider adding these “inline” as text links right beside the relevant copy, as well as at strategic points on the page

“Go deeper on the compliance features of the HYCU solution – both the common pains in maintaining compliance and how HYCU helps solve this pain.”



Scott D. Lowe
ActualTech Media
CEO & Co-founder

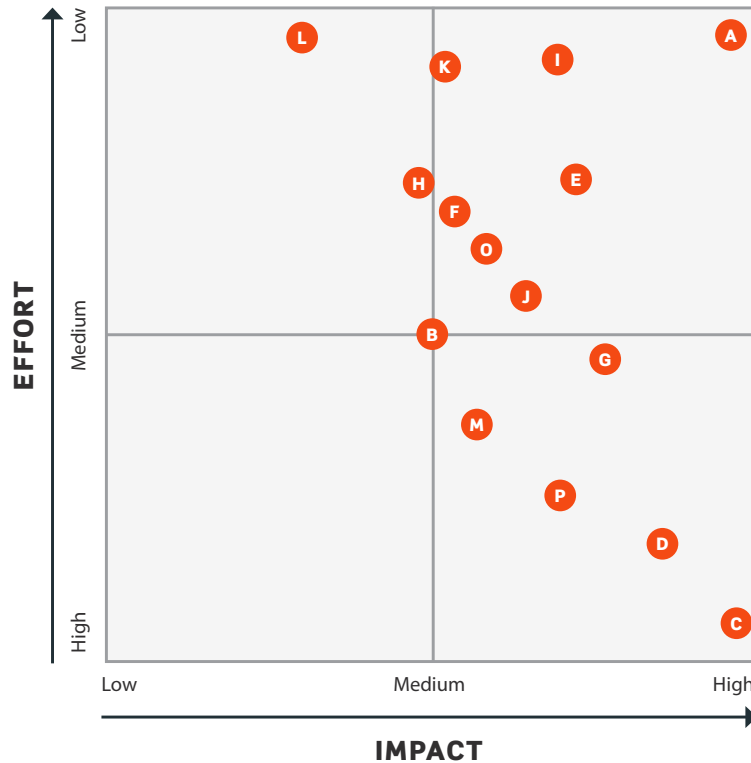
“Clearly explain what the solution is. Is it software? If it’s SaaS, how does it connect to Office 365? Is it a managed service?”



Geordie Carswell
ActualTech Media
CMO & Co-founder

Action/Impact Graph

The Most Impactful Items HYCU Can Implement With the Least Required Effort to Improve Messaging



- A** Lead with a headline that grabs attention and explains that "Microsoft doesn't fully protect your data."
- B** Include a statistic that explains the danger (reword) "e.g., Of over 1,000 IT Pros surveyed, 81% experienced data loss in Office 365 – from simple user error to major data security threats."
- C** Briefly explain what Microsoft does and DOESN'T do. (link this to a more details resource)
Show three main areas that are vectors for data loss:
 - Security Breaches
 - Ransomware
 - Administrator configuration error
- D** Create an explainer or influencer video and embed toward the top of the page to explain and illustrate these key points
- E** Include "Trusted by..." logos for companies currently using or beta testing the solution
- F** Demonstrate regulatory compliance qualifications, encryption standards
- G** Testimonials from end users
- H** Trustpilot or G2 Crowd or any other similar site awards, marks, reviews
- I** Directly state in the copy that HYCU will help you meet your SLAs and how
- J** Go deeper on the compliance features – both the pain and how HYCU solves the pain and is compliant themselves
- K** Clearly explain what the solution is – is it software, if it's SaaS, how does it connect to Office 365, is it a managed service?
- L** Explain that HYCU is the company, the product is...X?
- M** How exactly does it work and what does it look like (more screenshots)
- O** Consider including pricing and billing model
- P** Link to more resources that go into deeper detail

Review Methodology & ActualTech Media's Role in the Process

Often, the best way to determine if your marketing messaging is resonating is to directly ask the target audience for feedback.

ActualTech Media's large audience of IT professionals with expertise in various IT disciplines and installed technologies allows us to pull together qualified reviewers to provide feedback as to whether marketing messaging is effective at capturing interest, communicating value, and prompting desired actions.

The feedback is often candid and frank but is extremely helpful in realizing how effective a particular piece of marketing is.

For this report, we engaged over 30 IT professionals to:

Provide feedback on their reactions to the marketing messaging on the HYCU landing page:

- Was the need for an Office 365 data protection solution clearly explained?
- Was the solution clear in communicating the problem it solves and does the reviewer understand how the solution will help them?
- Share detailed insights on what they like about the page, and what could be improved
- Be candid with their feedback so we know how they really feel, not what they expect we want to hear

ActualTech Media's Role

As part of the review process, ActualTech Media analysts comb through the respondent data to condense the feedback down to the comments that most accurately reflect the sentiments that showed up repeatedly in the remarks of IT reviewers. This ensures you have an accurate snapshot of the key points in consensus feedback.

ActualTech Media engaged over 30 IT professionals to provide candid feedback on the HYCU Office 365 solution page.

Who We Asked for Feedback

32 vetted IT professionals ranging from executives and managers to administrators and architects

| NAME | AGE | TITLE | ORGANIZATION SIZE |
|--------|-----|---------------------------|-------------------|
| Peter | 28 | IT Manager | 251-10K |
| Luis | 50 | IT Director | 251-10K |
| Josip | 38 | IT Manager | 251-10K |
| Brenn | 40 | CTO | 251-10K |
| Andrew | 37 | CTO | 251-10K |
| Curtis | 43 | Cloud Solutions Architect | 251-10K |

The Questions We Asked and Why We Ask Them

General questions for the overall landing page:

QUESTION 1

“After reading everything on this page, what is still unclear?”

- Do they understand what technology area or product this solution applies to?
- Do they clearly see what problem this service is going to solve?
- Are there gaps in the content that are causing doubts or hesitation?

QUESTION 2

“Did this page identify a problem or concern that you have had in the past? Explain.”

- Does this page strike a chord with the audience?

QUESTION 3

“How likely are you to forward this to a teammate or colleague?”

- After reading this, do they trust you enough to share it with others?

QUESTION 4

“Which part of this webpage is most compelling to you?”

- We ask this question to identify which part of the page they find most interesting and to help zero in on what’s working well on the page

BONUS QUESTION 1

“I want to learn more about pricing.” (Chart)

- IT professionals rely heavily on basic pricing estimates to determine if the solution they’re looking at is even feasible with their budget

BONUS QUESTION 2

“When looking for a product or service like this, what matters to you the most?”

- We ask this question to determine what they are most concerned about so it can be addressed in convincing marketing copy

Overall Page Feedback

Note: While we're going to dive into areas for improvement throughout this report, the IT professionals we engaged to review the landing page mentioned how much they liked the clean and uncluttered design of the page, the option to engage in a free trial and the copy that highlighted the ease of deployments, low maintenance and promise of automation.

We highly recommend, as you review the report, to [follow along](#) with the appropriate content open on another page or screen

The HYCU Page IT Professionals Evaluated

The screenshot shows the top half of the HYCU landing page. It features a dark blue header with the text "Automated Protection as a Service for O365" and "Protect O365 the HYCU way!". Below this, there's a section titled "Fully managed O365 protection as a service. No deployment or maintenance hassles! No sizing or management complexity! Seamless and easy to Deploy!". A "REQUEST FREE TRIAL" button is visible. The main content area has a white background with the headline "Your Data. Your O365 Cloud. Yours to Control." and a sub-headline "Recovery what you need, when you need it, and where you need it to be.". Three purple boxes highlight key benefits: "Total 360° protection of O365", "Automated Protection as a Service", and "Recover whenever, wherever, and whatever you want". A "CONTACT US" button is at the bottom.

The screenshot shows the middle and bottom sections of the HYCU landing page. The top section is titled "Data Protection as a Service for O365" and includes the text "Fully managed O365 protection as a service. No deployment or maintenance hassles! No sizing or management complexity! Seamless and easy to Deploy!". Below this, there's a list of features: "Automated Protection as a Service", "Comprehensive O365 Protection", "Flexible O365 Data Recovery", and "Constant data compliance and vigilance". The next section is titled "Explore resources" and features a "Datashield" card with the text "HYCU Protégé for O365 is True SaaS-based Enterprise-class Multi-cloud Data Protection" and a "READ MORE..." link. A "EXPLORE MORE" button is at the bottom. The footer section is titled "Want to give HYCU Protégé for O365 a try?" and includes a "TRY IT" button. The footer also contains navigation links for SOLUTIONS, PARTNERS, ABOUT, and CUSTOMERS, along with social media icons and a "FOLLOW US" link.

QUESTION 1

After reading everything on this page, what is still unclear?

What we're watching for with this question:

- Do they understand what technology area or product this solution applies to?
- Do they clearly see what problem this service is going to solve?
- Are there gaps in the content that are causing doubts or hesitation?

Comments from the IT professionals on this question:

"Nothing unclear, but the messaging is not very focused. They are just covering a lot of things without really saying 'What is my problem here? Why would I buy this?'"

 *Josip, IT Manager*

"I'm not sure of the background of the company offering the service. If I am going to trust this service with my business-critical services and information, what reassurances do I have that my data is safe and there are SLAs in place?"

 *Chris, CTO*

"The information seems to state clearly what the key features are, but then doesn't really offer a clear path to try it, that I could see."

 *Pedro, CTO*

"Pricing, or how to proceed. I felt like the last section should have been focused around how to get started."

 *David, CTO*

"What's involved in the actual deployment or maintenance of this? What do the restores involve?"

 *Anthony, IT Service Manager*

What's in a Name?

Testing revealed one additional challenge for IT professionals reviewing this landing page: They struggle to pronounce 'HYCU'. Some referred to it as "HI-C.U.", others "H.Y.C.U.", individually (as observed during video reviews).

It may be helpful to provide a pronunciation sample (much like a dictionary does) in a few strategic places to help prospects understand how to pronounce the company name. For instance, in opening copy, next to the company name add "(pronounced [hi-koo])" so that readers have a proper frame of reference for pronunciation as they continue down the page.

QUESTION 1

ACTUALTECH MEDIA ANALYSIS AND ACTION POINTS

The highlighted feedback excerpts tell us that readers are unsure of exactly what to do next after reading. True, there's a trial button on the header image, but they're having trouble connecting their movement through the page to that particular call-to-action. (See comments 2 and 5)

Additionally, they don't seem to clearly understand "the pain" the solution solves. (See comment 1) Finally, they realize this service will have some exposure to sensitive data, so they need to learn more about the trustworthiness of HYCU and its access to the data. (See comment 3)

"The highlighted feedback excerpts tell us that readers are unsure of exactly what to do next after reading."



Geordie Carswell
ActualTech Media
CMO & Co-founder

✓ Recommended Action Steps:

- ❑ Pick a single, primary call-to-action (CTA) that can be repeated at strategic points throughout the copy, be it a trial, a demo, a data sheet, pricing page or similar. (As a general rule, add them at two or more points in the page body copy and at the end of the page as well)
- ❑ Make the call-to-action buttons high-contrast so that they can't be missed on the page
- ❑ Add text or a headline to the call-to-action buttons that addresses the pain the CTA will help with, for instance: "Start Protecting Your Office 365 Deployment Against Accidental Data Loss Now", then show the "Free Trial" button
- ❑ Add a 'call-out' box that shows an example of the types of companies that already trust HYCU and links to more information about the company and the security, encryption standards and compliance certifications that HYCU has in place
- ❑ Directly state in the copy or a headline how HYCU will assist customers to meet their internal SLAs (if applicable)
- ❑ Add a statistic or similar statement to your opening headlines or copy that grabs their attention and wakes them up to the fact that they could lose data without adequate protection (See ActualTech Media provided a statistic in the 'High-level Recommendations' section of this report)

QUESTION 2

Did this page identify a problem or concern that you have had in the past? Explain.

What we're watching for with this question:

- Does this page strike a chord with the audience?

Comments from the IT professionals on this question:

"The need to recover data from Office365 apps, which is a nightmare. It takes a ton of manual work, and hours to do."

 *Ran, CTO*

"Backup of data is always on the radar. Whether we need to change what we are currently doing, or backup additional data is the question."

 *Sharon, IT Manager*

"Yes. When deploying Office 365 solutions in highly data-compliant environments, I needed backup and management options. It's good to see people are thinking about these sorts of services."

 *Andrew, CTO*


"No. While data protection is important, I'm not clear what sorts of protection they provide. I guess it's a backup service of some kind but that's as far as it goes. Does this help with corporate compliance? Does it have some audit features?"

 *Brenn, CTO*

"I mostly work in the cloud and have not had any issues with data loss. The assumption is that cloud data storage is backed up and safe."

 *Jeff, IT Manager*

"Yes, we are obligated to show proof of backups and backup policies. Something like this solution would help us meet this requirement."

 *Luis, IT Director*

QUESTION 2

ACTUALTECH MEDIA ANALYSIS AND ACTION POINTS

One important takeaway here is that data protection, backup and compliance are very much regularly on the minds of IT professionals. There is even some doubt expressed that they are truly 'fully taken care of' by a cloud services vendor like, in this case, Microsoft.

There are also some nagging doubts as to whether their current data protection measures are enough. Additionally, the last comment above shows that compliance needs are top of mind for many. This is something we heard repeatedly during the feedback process: compliance features grab their attention.

All these doubts and concerns are areas to take advantage of in marketing copy and content marketing. That said, readers still need help connecting the dots as to specifically how *HYCU* can help address these concerns.

Some IT professionals expressed doubt that they are truly 'fully taken care of' by a cloud services vendor like Microsoft.

✔ Recommended Action Steps:

- ❑ Prominently feature compliance aspects of the HYCU solution in all marketing materials
- ❑ Capitalize on the 'are you really doing enough?' fear that many experience when contemplating their level of data protection.
- ❑ One way may be to raise this question in a headline and answer with a clear, specific explanation of how HYCU can make sure they are fully covered and give them the confidence to experience peace of mind with this particular fear
- ❑ Make clear where Microsoft leaves off in protecting Office 365 data and where HYCU steps in to cover the rest. Consider using a comparison table or something similar that shows how HYCU fills the gaps
- ❑ Explain exactly how quickly and easily data can be restored in the event of data loss (See comment 1 above)

QUESTION 3

How likely are you to forward this to a teammate or colleague?

What we're watching for with this question:

- After reading this, do they trust you enough to share it with others?

Comments from the IT professionals on this question:

"Probably 50:50. It sounds like a good tool but I'm not sure I trust the claims of the company."

 *Anthony, IT Service Manager*

"I would forward it, but I didn't even notice the data sheet on the bottom."

 *Ran, CTO*

"If I had an easy way to see pricing and maybe some kind of explainer video, I would be quite likely to forward to my peers."

 *Boris, CTO*

"Not likely, since it failed to tell me why I would need it. Since I feel like my needs in this area are satisfied (albeit, perhaps naively), I would not see a reason to learn more."

 *Curtis, Cloud Solutions Architect*

"I might click on the data sheet instead because I still didn't feel like I understood much about how to use the product and I might have been curious. I would not be likely to forward it to a colleague unless the data sheet somehow convinced me otherwise."

 *Chris, CTO*

ACTUALTECH MEDIA ANALYSIS AND ACTION POINTS

The heart of this question comes down to trust: Does what's being presented look trustworthy enough to forward to someone else who will find this useful.

If the reader doesn't clearly understand the value proposition and have enough detail to feel confident that they truly understand what they're forwarding to others, they're unlikely to share it.

This becomes a particularly important factor now that many companies' technology purchase decisions are made by 'buying committees' and information will need to be shared and evaluated by multiple people before a decision can be made.

QUESTION 3

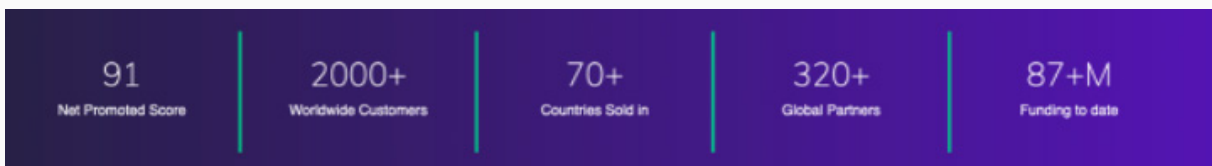
ACTUALTECH MEDIA ANALYSIS AND ACTION POINTS (CONT.)

The feedback above tells us that readers are not definitively able to answer 'yes' to the question of whether they would forward to a colleague given the information presented to them on the landing page.

Additionally, they're seeking more detailed information to be able to forward along but can't easily find it. This also tells us that they feel the information they're seeing on the landing page isn't complete enough to forward to someone else, so they're looking for a data sheet to send that would have more detailed or complete information. (See Comment 5)

✓ Recommended Action Steps:

- ❑ Ensure that supplementary, deeper-dive resources are clearly displayed and quickly shareable
- ❑ Try adding a "Forward to a colleague" function or button near additional resources
- ❑ Consider the addition of an explainer or IT influencer video that could also be easy forwarded or shared
- ❑ Build trust by showing the logos of other companies who are currently using HYCU to protect their Office 365 data
- ❑ Continue to clearly demonstrate how the HYCU solution brings value and solves prospect pain.
- ❑ When evaluating content assets or data sheets that you would like to have shared inside of a prospect organization, consider whether someone who receives it without much context could quickly understand what it's for and how it can help them
- ❑ Depending on HYCU's preferred approach to displaying pricing, consider a small section outlining sample pricing for organizations of various sizes
- ❑ Consider adding something like this "Strength in Numbers" data to the landing page to show HYCU's scope as an organization:



QUESTION 4

Which part of this webpage is most compelling to you?

What we're watching for with this question:

- We ask this question to identify which part of the page they find most interesting and to help zero in on what's currently working well on the page

Comments from the IT professionals on this question:

"The first section offering a free trial. It gives me the impression I can try the service without any serious commitment. Would be good for many decision-makers who are evaluating different solutions on the market."

 *Andrew, CTO*


"I feel like there's a lot of 'sales talk'. It is often frustration to have to try to interpret what a product is based on the sales-pitch language. I even get this from the biggest tech companies and get frustrated that I don't understand what they're selling me, when I should be very aware of what they are talking about."

 *Curtis, Cloud Solutions Architect*

"I get this is a website and a lot of commercial and catch phrases are there to call attention like: zero hassle, no maintenance, etc. however in reality for an IT professional I would be more interested in the 3rd section and explore more the data sheet and technical aspects of the product."

 *Vitorio, IT Manager*

"Ease of deployment struck a chord with me. I would likely want to see a demo or demo it in my environment."

 *Samuel, IT Manager*

"The use of exclamation marks in the opening section reduces my belief in the credibility of the organization."

 *Chris, CTO*

QUESTION 4

ACTUALTECH MEDIA ANALYSIS AND ACTION POINTS

Feedback on this question revealed a concern at the use of industry terms or expressions that lack specific supporting statements to explain *why* they're used.

We believe that most of this concern can be alleviated by including more details around how the solution actually works. Additional clarity and specificity in the copy will help support the use of grand claims.

Feedback also indicated that an easy or no-obligation free trial is appealing, however unless the product is very easy to run on a self-guided basis or has a sufficient level of on-boarding flow or documentation, offering a guided demo may be more advantageous in the early evaluation stages for prospects. It's also a nice touch point for sales teams.

✔ Recommended Action Steps:

- Consider making a demo the main call-to-action for the page: perhaps a pre-populated, hosted demo environment with dummy or sandboxed place holder data that prospects can explore.
- If a hosted demo isn't an option, offering a one-on-one sales-guided demo or access to a regularly scheduled or weekly SME demo
- Include messaging around the time-to-value and ease of deployment in any demo program
- Reduce the use of industry 'buzzwords' or superlatives in the copy unless there is a specific, supporting technical statement to back up the claim
- Reduce unnecessary exclamation points
- Increase the level of 'how it works' copy, diagrams and screenshots on the landing page to increase confidence in the capabilities of the solution
- Work to reduce the number of long sentences in the copy, making each sentence more direct, using fewer terms to describe the feature or benefit

BONUS QUESTION 1

I want to learn more about pricing.

IT vendors typically have mixed feelings about including pricing information on their public-facing landing pages.

On the one hand, they worry about competitors seeing their pricing, on the other hand, IT professionals rely heavily on basic pricing estimates to determine if the solution they're looking at is even feasible with their budget.

Data from the IT professionals who reviewed the HYCU landing page shows that they do lean toward wanting to know what the pricing *may* look like.

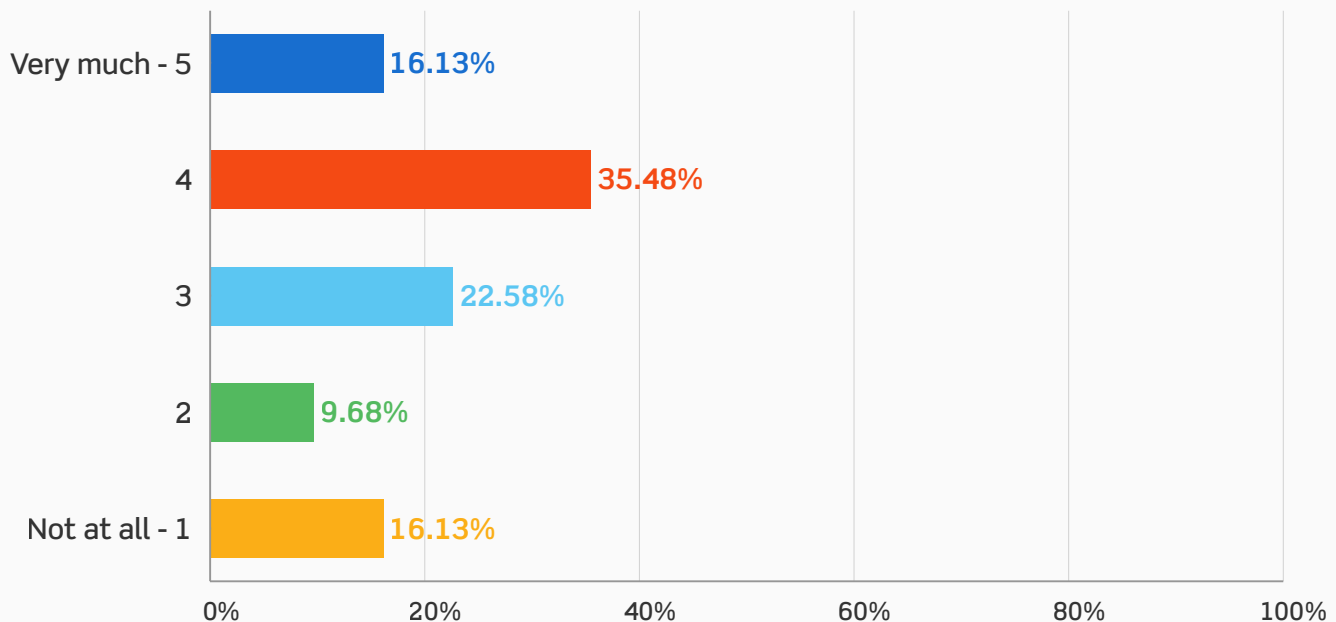
This is also a good measure of whether they feel interested enough to want to learn more.

"A large portion of IT professionals wanted to see pricing included on the page. Including sample pricing may help satisfy this desire."



Geordie Carswell
ActualTech Media
CMO & Co-founder

Interest in Pricing Information



BONUS QUESTION 2

When looking for a product or service like this, what matters to you the most?

When IT professionals are looking at products or services, knowing what they will personally gain, and generally how much time and money it will cost them is valuable evaluation data.

Use the below feedback to inform the writing of future marketing copy, videos and data sheets. These insights shine a light on what is particularly important to prospects.

Comments from the IT professionals on this question:

"Quality of support i.e., response times and experience of the analysts. Value for money. Reliability of the tool."

 *Anthony, IT Service Manager*

"First, it needs to do something I am already doing the hard way. Second, it needs to cost less than the amount of time I am saving by using it."

 *Jeff, IT Manager*

"The practical feature set i.e.; what tooling is provided. Compliance with policies and regulations i.e.; GDPR and the time to recover after data loss."

 *Tom, CTO*

"A clear visible pricing to make the first judgement if this tool is in my budget before I spend time with a sales rep. Screenshots or even better a video how it looks like to use it."

 *Boris, CTO*

"How does it offer an advantage over the native/Microsoft-offered solutions? I honestly probably wouldn't look for a 3rd party solution unless I can see how it is claiming to be better than what I already feel is a great solution from Microsoft."

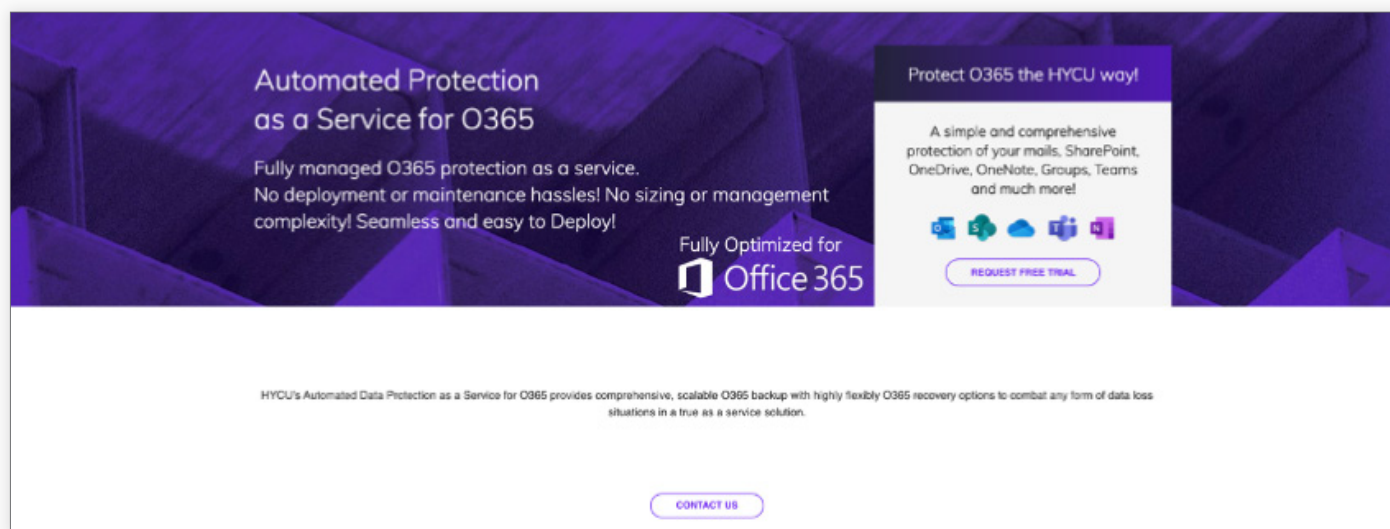
 *Curtis, Cloud Solutions Architect*

Deep Dive Areas

In addition to their feedback on the overall landing page, we selected two specific portions of the landing page to dive deeper into their reactions and impressions, including:

- 1 The header or “hero” section at the top of the page
- 2 The “What’s the Benefit?” block with bullet points

1 The Header or “Hero” Section at the Top of the Page



The ‘hero’ section of the page is critically important as it’s the first thing readers encounter and according to eye tracking studies, it’s one of the most carefully read.

This area is also key for grabbing immediate attention with your offer or solution.

Prospects want to know:

- Why do I need this?
- And why should I choose HYCU?

Product marketers want to know:

- After reading this are prospects going to continue digging into my product or service?
- And if not, why?

We asked two additional questions of the audience about specific areas of the page.

HERO QUESTION 1

What's your first reaction after reading this 'hero' section of the page?

Comments from the IT professionals on this question:

"It took me a while to discern it was a backup service (reading the small print at the bottom). The exclamation marks in the text under the strap line were a bit off-putting. I was uncertain of what 'the HYCU way' is. Finally, the request Free Trial wasn't immediately obvious."

 *Tom, CTO*

"The term Protection as a Service (PAAS) isn't one I've heard before. Others in this business will assume it is made up, that takes away from the professionalism of the brand. Also, mails isn't correct, e-mails is better."

 *Josip, IT Manager*

"I didn't know I needed to protect my Office 365 deployment. I see that it covers most of the services I would use in Office 365. I was slightly confused because the headline is "Automated Protection as a Service", but in the lower description it seems like it's more of a data backup/recovery solution."

 *Graham, IT Technical Architect*

"I did not know what 'O365' was. Is that a common abbreviation? I don't know what kind of "automated protection" I would need for another company's software product. I use Office 365, but I assumed this was virus-related or something? It wasn't until I read the small print that I realized it was *data* protection."

 *Chris, CTO*

ACTUALTECH MEDIA ACTION POINTS

As mentioned previously, even though they administer Office 365 every day, not all readers are familiar with the 'O365' abbreviation.

This is mitigated somewhat by HYCU's excellent decision to include the familiar Office 365 platform logo along with the individual app logos (Outlook, Excel etc..) that all users are familiar with.

Feedback further shows that IT professionals are not familiar with the term "Protection as a Service" and tend to view it with suspicion, reducing trust in the follow-on copy.

HERO QUESTION 1

ACTUALTECH MEDIA ACTION POINTS (CONT.)

Additional plain-language copy should be used to clearly explain what the service actually does. If the lead benefit is peace of mind via comprehensive Office 365 backup, then that should be front-and-center in the headlines and copy.

As mentioned previously, and demonstrated again in comment number 2 above, IT professionals do not grasp the fact that they are exposed to data loss even though they're using a Microsoft-hosted service.

✓ Recommended Action Steps:

- ❑ Change "O365" to "Office 365" in all marketing copy
- ❑ Use an attention-grabbing headline that wakes up the reader to the fact that there are some scenarios where data loss can occur in Office 365 deployments (e.g., Security breaches, ransomware, configuration error)
- ❑ Headlines with tangible, alarming statistics can be used to quickly grab attention and explain a problem in very few words
- ❑ Immediately after drawing their attention to the danger, explain specifically and in plain language what HYCU does to help with this problem
- ❑ Reconsider the use of the unfamiliar "Protection as a Service" term, at least in prospect marketing copy, or fully explain what that term means
- ❑ IT professionals are unsure of what the "HYCU way" is. Instead of referring to protection 'the HYCU way', consider something like "Data Protection for Office 365 With HYCU's Industry-Leading Automated Protection Service" or similar
- ❑ Change 'mails' to Emails in the opening copy
- ❑ Test an explainer or IT Influencer video right inside the hero area of the page. Video can convey more information in a smaller amount of space than copy alone

HERO QUESTION 2

What about this resonated with you?

Comments from the IT professionals on this question:

"Words like "simple", "fully optimized" and "automated" are what admins like to see. Those are words of promise that need to be proven because they're what makes a product great when they truly deliver."

 *Bruce, IT Manager*

"I like the idea of a service that requires little maintenance or input from me. Simplicity is key in a managed service."

 *Andrew, CTO*

"The call to action is not clear enough, the main hero text isn't descriptive enough, the secondary paragraph contains more relevant info to what the service on offer is. I also really don't like exclamation marks."

 *Chris, CTO*

"The fact that it's directed at Office 365, does not require deployment and therefore seems to be just some sort of plug in that is activated on the Office 365 cloud. The fact that it could be easily activated from the Microsoft cloud resonated."

 *Pedro, CTO*

ACTUALTECH MEDIA ACTION POINTS

Feedback shows that 'simplicity' and 'ease of deployment' messages resonated very well with the IT reviewers. Additionally, a solution that appears to be tightly or natively integrated with Office 365 may be seen as more trusted. Deployment with tightly integrated services may be perceived as smoother and lower touch.

The takeaway here is that messaging that focuses on the low-touch approach HYCU employs and doesn't require a large time commitment from the customer end will likely land effectively with the target audience. This benefit should be emphasized in follow-on copy as well.

HERO QUESTION 2

✓ Recommended Action Steps:

- ❑ If HYCU is an official Microsoft Partner, add this logo or a mention of this prominently in as high up the page as makes sense
- ❑ Be specific with copy that references simplicity, ease of deployment and tight integration with Office 365. For instance, rather than simply stating “easy to deploy”, define that with specifics: “Deploy in less than 60 minutes” or whatever the case may be
- ❑ Consider specifically mentioning the amount of monthly maintenance time required if it is appealingly low: “Less than 15 minutes of maintenance per month” or similar
- ❑ Be highly specific around what the free trial or demo will show the reader “See a 5-Minute Data Recovery Demo” or the like
- ❑ Leading Automated Protection Service” or similar
- ❑ Change ‘mails’ to Emails in the opening copy
- ❑ Test an explainer or IT Influencer video right inside the hero area of the page. Video can convey more information in a smaller amount of space than copy alone

2 Benefits Section

HYCU’s decision to include a “benefits” section on the landing page is excellent. This provides an area where the benefits can be clearly laid out as opposed to simply listing features.

That said, feedback shows the copy in this section could be improved to better communicate the value of the solution.

What's the Benefit?

- ⊙ Save countless hours of work with absolutely zero deployment, zero maintenance and zero sizing with HYCU's as a service offering.
- ⊙ Relieve yourself from strenuous manual tasks of backup management with HYCU's unique automated scheduling and storage provisioning.
- ⊙ Have peace of mind with HYCU's assured data protection of all O365 assets – email, SharePoint, OneDrive, OneNote, Groups, Teams and much more!
- ⊙ No more anxious and stress-inducing restore operations with HYCU's most flexible O365 recovery from any kind of data loss situation.
- ⊙ Secure your business proprietary data and be ready to combat unforeseen legal disputes by keeping constant track of your user-email activity.
- ⊙ Stay risk-averse and prevent expensive penalties with HYCU's assured compliance at every level of SaaS and Cloud infrastructure.
- ⊙ Rest easy, knowing our team of experts are your O365 infrastructure 24/7 and provide proactive support and care.

BENEFITS QUESTION 1

Does the information in this section change your view on the product? Why or why not?

Comments from the IT professionals on this question:

"I would like to see things deeper, I would probably at this point want to understand more about how the product would help protection. These seems very "commercial" benefits to me e.g., 3rd bullet "Have peace of mind..." - it doesn't really say much."

 *Vitorio, IT Manager*

"From the first bullet, I am more confused. Above it said, "No Deployment" and "Easy Deployment," and now it says, "Zero Deployment." Is this a hosted, on-prem, or cloud solution? This information is not very specific and hasn't changed my view of the product. The key features or capabilities aren't any clearer."

 *Thomas, Technical Program Manager*


"The focus of the text is more on HYCUs offering than my company's needs."

 *Joshua, CTO*

"Not really, it doesn't clearly link the benefits to the problem statement I may be facing."

 *Chris, CTO*

"This section has a lot of wording that seems unnecessary. It's too much and although it doesn't change my mind, I don't want to read all of it. A lot of assumptions about how I should feel."

 *Randy, IT Manager*

BENEFITS QUESTION 1

ACTUALTECH MEDIA ACTION POINTS

Feedback on this section shows that more concrete information and consistency in the terminology used in the bullets would help to convince IT professionals who have read this far down the page.

Turning each bullet into an opportunity to explain specifically what the benefit is and how exactly it's delivered would help to increase trust that HYCU can provide what IT organizations need here.

For example, a copy formula for these bullets could be:

"___ Solved Pain ___ by (or with) ___ Specific Solution Feature or Functionality ___."

Some of the existing bullets do this better than others, for instance, bullet number 2 does this reasonably well. It currently reads:

"Relieve yourself from strenuous manual tasks of backup management with HYCU's unique automated scheduling and storage provisioning."

By reducing the number of words in each sentence to the bare minimum in order to subtract the amount of copy each reader must go through to immediately see the value or benefit.

The above example bullet could be shortened to:

"Reduce manual backup hassles with automated scheduling and storage provisioning."

Finally, readers already know they're on a HYCU page, considering a HYCU solution, so there isn't an overwhelming need to include the brand name in the individual bullets.

✓ Recommended Action Steps:

- Focus on the prospect's pains and how a particular feature of your solution solves them
- Standardize the "easy deployment"/ No deployment" language to one or the other
- Reduce the amount of bullet points from roughly 7 to 4 if possible, by combining bullet points whose main points overlap or could be condensed into one bullet

Conclusion & Next Steps

HYCU is delivering an acutely needed service by protecting Office 365 data from unexpected loss or malicious actors. While IT professionals know that data protection is essential, they have a gap in their knowledge when it comes to realizing where Microsoft leaves off in protecting their data and a 3rd party is needed to step in and cover the remaining exposure points.

This is very much an education problem. First, HYCU needs to get the attention of Office 365 administrators and 'wake them up' to the fact that their data may be lost due to the challenge of very real security threats or misconfiguration and user error scenarios.

Next, HYCU can help build trust with prospects by explaining in specific detail who HYCU is and how the Protégé solution can demonstrate-ably help Office 365 administrators *fully* protect their deployments.

This report has provided a way to view at the marketing messaging of the HYCU Office 365 solution through a prospective customer's eyes. While it can be a bit challenging to realize there's work to do in improving marketing copy, the benefits are tremendous.

Effective marketing copy with grab the attention and gain the trust Office 365 administrators, developing a relationship with them that will lead to increased engagement, and ultimately, sales.

The Next Steps

In the following pages you'll find a complete checklist of the highly actionable ActualTech Media recommendations and action steps that can be immediately undertaken to increase the resonance of the marketing copy on the Office 365 solution landing page.

As shown at the outset, this chart may assist in seeing which primary action steps can be most easily implemented while producing the greatest impact.

"While IT professionals know that data protection is essential, they have a gap in their knowledge when it comes to realizing where Microsoft leaves off in protecting their data and a 3rd party is needed to step in and cover the remaining exposure points."



Scott D. Lowe
ActualTech Media
CEO & Co-founder

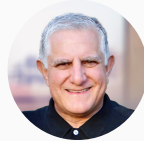
What Would You Like to Test Next?

This report is just one example of the range of marketing and technical messaging that ActualTech Media can help you generate feedback and analysis for.

Here are some other recommended marketing touch points you can work with us to test:

- **Videos**
- **Webinar presentation recordings**
- **Web Pages and Landing Pages**
- **Data Sheets**
- **Whiteboard Video Sessions & more!**

Contact Your ActualTech Media representative to discuss the possibilities!



Al Tiano

✉ al@actualtechmedia.com

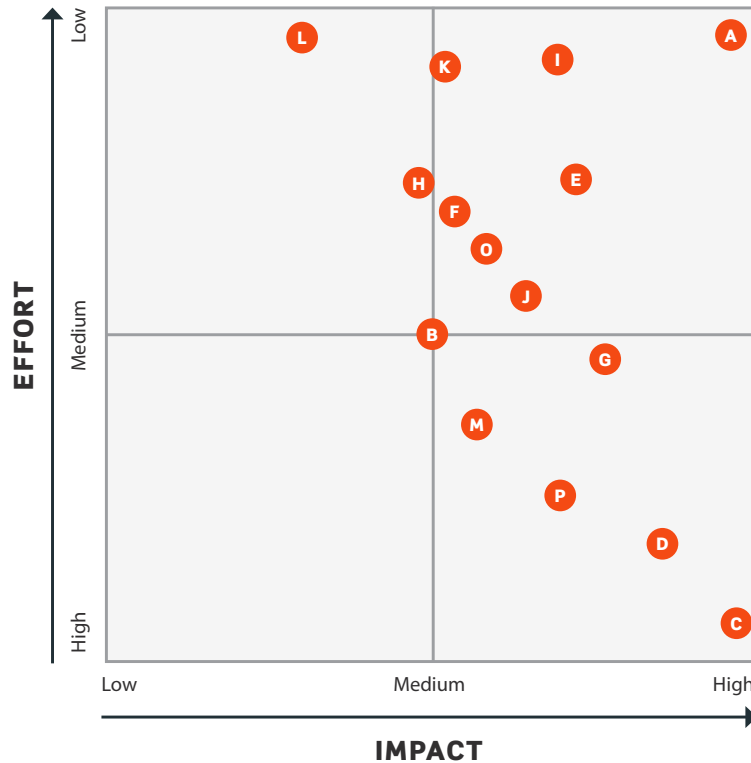
☎ 1.888.741.7900 x716

in <https://www.linkedin.com/in/al-tiano-356342/>

Appendix & Checklists

Action/Impact Graph

The Most Impactful Items HYCU Can Implement With the Least Required Effort to Improve Messaging



- A** Lead with a headline that grabs attention and explains that "Microsoft doesn't fully protect your data."
- B** Include a statistic that explains the danger (reword) "e.g., Of over 1,000 IT Pros surveyed, 81% experienced data loss in Office 365 – from simple user error to major data security threats."
- C** Briefly explain what Microsoft does and DOESN'T do. (link this to a more details resource)
Show three main areas that are vectors for data loss:
 - Security Breaches
 - Ransomware
 - Administrator configuration error
- D** Create an explainer or influencer video and embed toward the top of the page to explain and illustrate these key points
- E** Include "Trusted by..." logos for companies currently using or beta testing the solution
- F** Demonstrate regulatory compliance qualifications, encryption standards
- G** Testimonials from end users
- H** Trustpilot or G2 Crowd or any other similar site awards, marks, reviews
- I** Directly state in the copy that HYCU will help you meet your SLAs and how
- J** Go deeper on the compliance features – both the pain and how HYCU solves the pain and is compliant themselves
- K** Clearly explain what the solution is – is it software, if it's SaaS, how does it connect to Office 365, is it a managed service?
- L** Explain that HYCU is the company, the product is...X?
- M** How exactly does it work and what does it look like (more screenshots)
- O** Consider including pricing and billing model
- P** Link to more resources that go into deeper detail

ActualTech Media High-Level Recommendations

✔ High-level Feedback

- ❑ Lead with a headline that grabs attention and explains that “Microsoft doesn’t fully protect your data.”
- ❑ Include a statistic that explains the risks of data loss with Office 365, e.g. "In a survey conducted by ActualTech Media, 1 in 4 Office 365 administrators said they've experienced unexpected data loss - from simple user error to major data security threats."
- ❑ Briefly explain what Microsoft does and DOESN'T do.
- ❑ Show three main areas that are vectors for data loss:
 - ❑ Security Breaches
 - ❑ Ransomware
 - ❑ Administrator configuration error
 - ❑ Other causes HYCU may see in customer environments
- ❑ Create an explainer or IT influencer video and embed toward the top of the page to explain and illustrate these key points and add 3rd party credibility
- ❑ Include “Trusted by...” logos for companies currently using or beta testing the solution
- ❑ Explain regulatory compliance qualifications, encryption standards HYCU has in place
- ❑ Include testimonials from personas at successful customer companies
- ❑ Feature Trustpilot or G2 Crowd or similar site awards, marks, reviews
- ❑ Directly state in the copy that HYCU will help prospects meet their internal SLAs and how
- ❑ Go deeper on the compliance features of the HYCU solution - both the common pains in maintaining compliance and how HYCU helps solve this pain
- ❑ As it relates to building trust, see point no. 4 above regarding videos that feature IT influencers who can bring instant credibility to your landing page
- ❑ Clearly explain what the solution is. Is it software? If it's SaaS, how does it connect to Office 365? Is it a managed service?

✔ High-level Feedback (cont.)

- ❑ Explain that HYCU is the company, but the product is Protégé
- ❑ Show how it works with the use of diagrams or a video animation
- ❑ Add additional full-view screenshots
- ❑ Consider including sample pricing or explain the pricing model
- ❑ Link to more resources that go into deeper detail, for example whitepapers, data sheets or case studies. Consider adding these “inline” as text links right beside the relevant copy, as well as at strategic points on the page

General Page Overview Action Points

✔ Question 1: After reading everything on this page, what is still unclear?

- ❑ Pick a single, primary call-to-action (CTA) that can be repeated at strategic points throughout the copy, be it a trial, a demo, a data sheet, pricing page or similar. (As a general rule, add them at two or more points in the page body copy and at the end of the page as well)
- ❑ Make the call-to-action buttons high-contrast so that they can't be missed on the page
- ❑ Add text or a headline to the call-to-action buttons that addresses the pain the CTA will help with, for instance: “Start Protecting Your Office 365 Deployment Against Accidental Data Loss Now”, then show the “Free Trial” button
- ❑ Add a ‘call-out’ box that shows an example of the types of companies that already trust HYCU and links to more information about the company and the security, encryption standards and compliance certifications that HYCU has in place
- ❑ Directly state in the copy or a headline how HYCU will assist customers to meet their internal SLAs (if applicable)
- ❑ Add a statistic or similar statement to your opening headlines or copy that grabs their attention and wakes them up to the fact that they could lose data without adequate protection (See ActualTech Media provided a statistic in the ‘High-level Recommendations’ section of this report)

✔ **Question 2: Did this page identify a problem or concern that you have had in the past? Explain.**

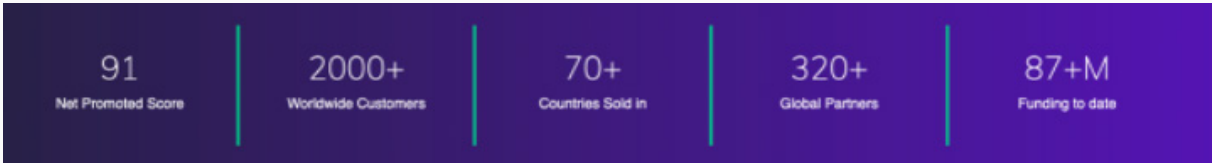
- ❑ Prominently feature compliance aspects of the HYCU solution in all marketing materials
- ❑ Capitalize on the 'are you really doing enough?' fear that many experience when contemplating their level of data protection.
- ❑ One way may be to raise this question in a headline and answer with a clear, specific explanation of how HYCU can make sure they are fully covered and give them the confidence to experience peace of mind with this particular fear
- ❑ Make clear where Microsoft leaves off in protecting Office 365 data and where HYCU steps in to cover the rest. Consider using a comparison table or something similar that shows how HYCU fills the gaps
- ❑ Explain exactly how quickly and easily data can be restored in the event of data loss (See comment 1 above)

✔ **Question 3: How likely are you to forward this to a teammate or colleague?**

- ❑ Ensure that supplementary, deeper-dive resources are clearly displayed and quickly shareable
- ❑ Try adding a "Forward to a colleague" function or button near additional resources
- ❑ Consider the addition of an explainer or IT influencer video that could also be easy forwarded or shared
- ❑ Build trust by showing the logos of other companies who are currently using HYCU to protect their Office 365 data
- ❑ Continue to clearly demonstrate how the HYCU solution brings value and solves prospect pain.
- ❑ When evaluating content assets or data sheets that you would like to have shared inside of a prospect organization, consider whether someone who receives it without much context could quickly understand what it's for and how it can help them
- ❑ Depending on HYCU's preferred approach to displaying pricing, consider a small section outlining sample pricing for organizations of various sizes

✔ **Question 3: How likely are you to forward this to a teammate or colleague? (cont.)**

- ❑ Consider adding something like this “Strength in Numbers” data to the landing page to show HYCU’s scope as an organization:



✔ **Question 4: Which part of this webpage is most compelling to you?**

- ❑ Consider making a demo the main call-to-action for the page: perhaps a pre-populated, hosted demo environment with dummy or sandboxed place holder data that prospects can explore.
- ❑ If a hosted demo isn’t an option, offering a one-on-one sales-guided demo or access to a regularly scheduled or weekly SME demo
- ❑ Include messaging around the time-to-value and ease of deployment in any demo program
- ❑ Reduce the use of industry ‘buzzwords’ or superlatives in the copy unless there is a specific, supporting technical statement to back up the claim
- ❑ Reduce unnecessary exclamation points
- ❑ Increase the level of ‘how it works’ copy, diagrams and screenshots on the landing page to increase confidence in the capabilities of the solution
- ❑ Work to reduce the number of long sentences in the copy, making each sentence more direct, using fewer terms to describe the feature or benefit

Deep Dive Area Action Points

✔ Hero Question 1: What's your first reaction after reading this 'hero' section of the page?

- ❑ Change "O365" to "Office 365" in all marketing copy
- ❑ Use an attention-grabbing headline that wakes up the reader to the fact that there are some scenarios where data loss can occur in Office 365 deployments (e.g., Security breaches, ransomware, configuration error)
- ❑ Headlines with tangible, alarming statistics can be used to quickly grab attention and explain a problem in very few words
- ❑ Immediately after drawing their attention to the danger, explain specifically and in plain language what HYCU does to help with this problem
- ❑ Reconsider the use of the unfamiliar "Protection as a Service" term, at least in prospect marketing copy, or fully explain what that term means
- ❑ IT professionals are unsure of what the "HYCU way" is. Instead of referring to protection 'the HYCU way', consider something like "Data Protection for Office 365 With HYCU's Industry-Leading Automated Protection Service" or similar
- ❑ Change 'mails' to Emails in the opening copy
- ❑ Test an explainer or IT Influencer video right inside the hero area of the page. Video can convey more information in a smaller amount of space than copy alone

✔ Hero Question 2: What about this resonated with you?

- ❑ Change "O365" to "Office 365" in all marketing copy
- ❑ Use an attention-grabbing headline that wakes up the reader to the fact that there are some scenarios where data loss can occur in Office 365 deployments (e.g., Security breaches, ransomware, configuration error)
- ❑ Headlines with tangible, alarming statistics can be used to quickly grab attention and explain a problem in very few words

✔ Hero Question 2: What about this resonated with you? (cont.)

- ❑ Immediately after drawing their attention to the danger, explain specifically and in plain language what HYCU does to help with this problem
- ❑ Reconsider the use of the unfamiliar “Protection as a Service” term, at least in prospect marketing copy, or fully explain what that term means
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✔ Benefits Question 1: Does the information in this section change your view on the product? Why or why not?

- ❑ Focus on the prospect's pains and how a particular feature of your solution solves them
- ❑ Standardize the “easy deployment”/ No deployment” language to one or the other
- ❑ Reduce the amount of bullet points from roughly 7 to 4 if possible, by combining bullet points whose main points overlap or could be condensed into one bullet

Your Notes: