

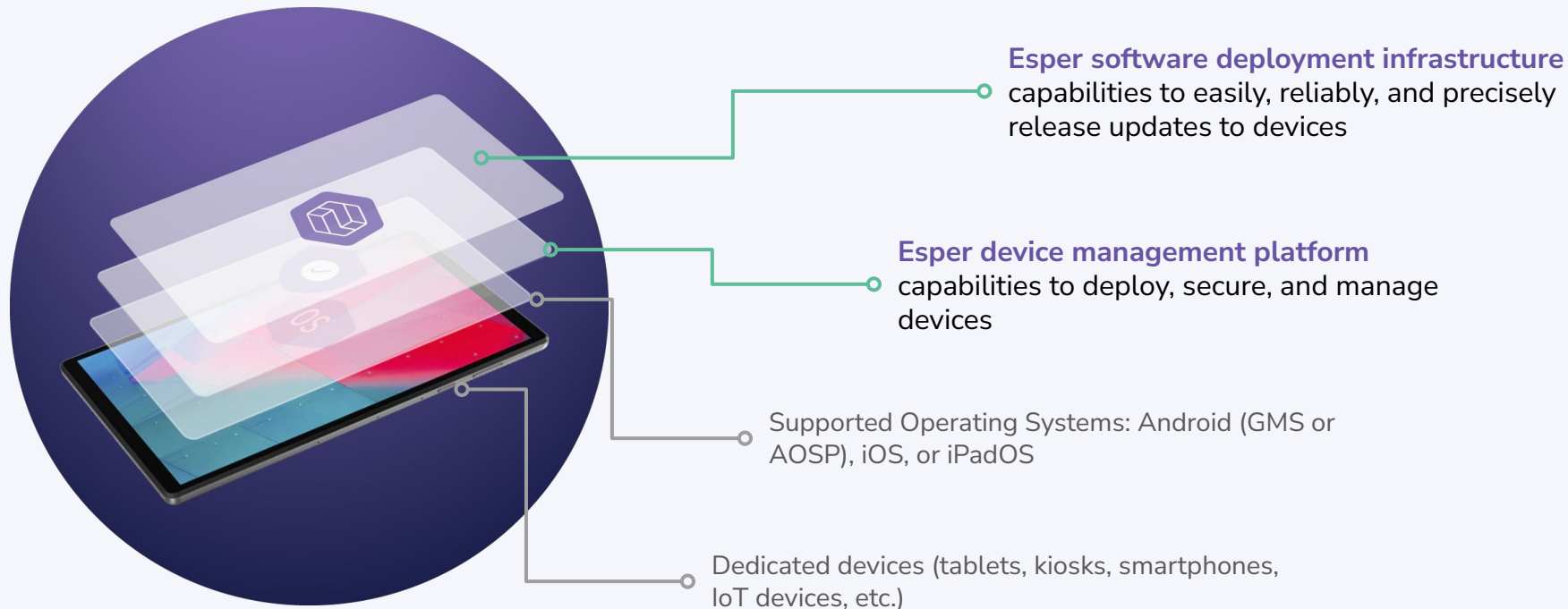


Esper Selling Best Practices & Discovery Guide for Partners

This is a resources for our partner resellers to use when doing discovery with their prospects and customers who are interested in Esper's device management solution



A complete solution for total device control





- **When should you bring Esper in?** Any time you hear a customer mention an Android and/or iOS device use case! For specifics on identifying the right opportunities, check out page 3. For sample questions to assist you on a first call, see page 5.
- **Who are your main personas?** IT Ops Pros (e.g. IT Admin), Technical Decision Makers (e.g. CTO), Business Decision Makers (e.g. CPO) and Developers (e.g. Android Engineer). See what they care about and tips on how to pitch to them starting on page 7.
- **Why do people buy the Esper Solution?** Customers value Esper's deep expertise in the MDM, Android & iOS space, as well as the specific features we provide to manage dedicated devices at scale. See how we are different from traditional MDM on page 11.
- **Who are your competitors?** We compete with many traditional MDM providers, who have expanded from employee device and BYOD use cases to also support dedicated device use cases. See how we stack up against our key competitors on page 12.

How to identify the right opportunities for Esper offerings

1 Kiosk Mode & Multi-App Mode

What if a device is misused or otherwise not available? How do/will you ensure it is not being misused?

2 Remote Software (App, Content) Updates via Pipelines

Do you struggle with deploying app updates on time? What's your desired release cadence?

3 Remote Device Management

Is remote device management and troubleshooting a priority? How much time/money would you save if you could troubleshoot device issues remotely?

4 Automated Management for Scale

Is automating (e.g. scripting) device management tasks something you're interested in doing? How many people does it take to manage your fleet? Can you set and enforce a desired state?

5 Custom, Scriptable Configuration

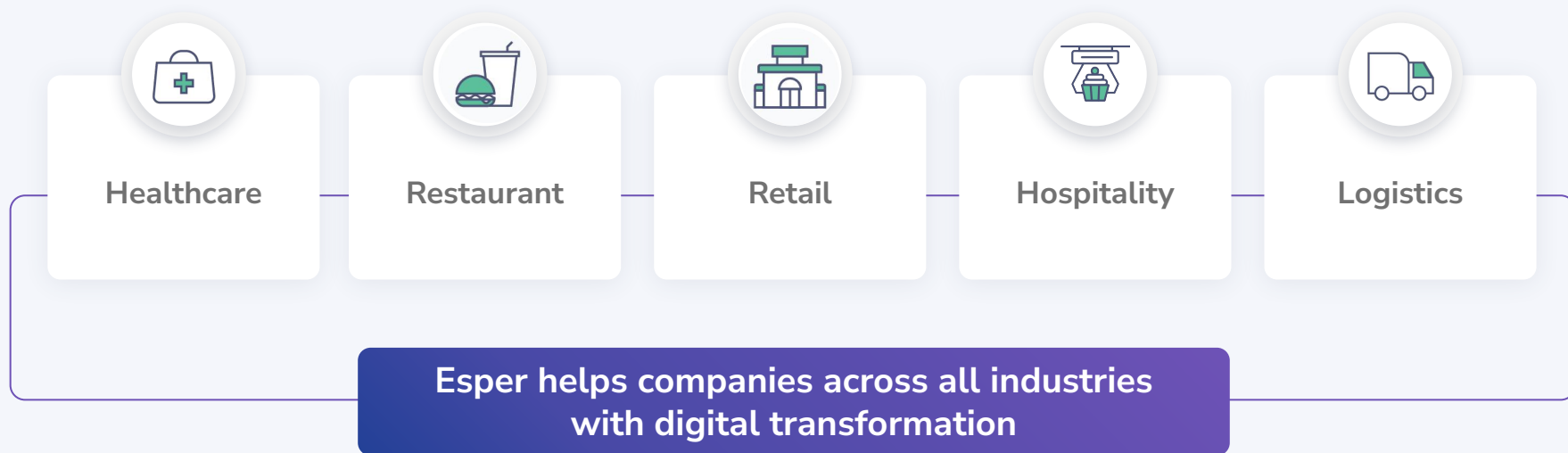
What would it mean if you could configure your device experience exactly how you want?

6 Accelerate Provisioning

How long does it take to provision and deploy a new device? How much time/money would you save by reducing staging and kitting steps?

Hear Device Management? **Think Esper**

How to identify the right opportunities for Esper offerings



Hear Device Management? Think Esper

Based on your knowledge of the prospect choose a few of the below discovery questions to ask to determine if Esper device management meets the prospect's needs.

Device Management Questions: *(to determine if they are a good fit for Esper Device Management)*

- How do you currently manage your dedicated {devices / tablets / etc.}?
- How do you make sure you lock down those {devices / tablets} that the {users} interact with?
- Are you using an MDM? Or have you developed a system for managing those devices in-house?
 - [If no MDM] How do you get a device replaced or live when it goes down?
 - [If internally built] Curious, I know sourcing engineers is pretty challenging and expensive right now...
 - *How's that process going? How many engineers have you dedicated to these activities? Is there any high-impact project you've discarded due to the workload of device management?*

End user experience friction / wanted end users to be able to easily interface with devices.

- What challenges are you having with that end user experience today? What kind of customer feedback are you getting?
- What would you like to improve about that customer experience?
- What would it mean to have more precise control over your end customer user interface?
- Do the workflows you use today continue to work as you scale and need to manage a larger, more complex fleet?

Manually provisioning devices / huge challenge or nightmare do this for thousands of devices

- **How much time does it take you to provision a device?**
Esper's easy provisioning methods makes it easy and cost effective to deploy at scale

Remote access, support, and control / want to remotely control and access devices to avoid sending a field tech out to debug or reboot.

- **How do you currently troubleshoot device problems?**
Remote support capabilities (view, control, troubleshoot) decrease downtime

Example titles:

*IT
professional IT
Analyst
IT Manager
Systems Admin
IT Operations Manager*

Background Context

GOALS / OBJECTIVES

- Reduce risk at the operational/tactical level (misuse of dedicated devices)
- Resolve IT support tickets (ideally remotely)
- Maintain uptime SLAs
- Increase operational efficiency (do things faster, cheaper)
- Provision devices at scale, manage updates at scale
- Maximize usable life of hardware

BEST USE CASE

- Since they are familiar with MDM and have no strategic business objective around improving the end user experience (the solution is not core differentiator for the business), they are likely not interested in the full lifecycle of device management—in their ideal world, they want to provision the devices and never touch them again.
Use language around “increased control” and managing devices how you want.

For use in Customer Calls

PITCH

- Esper provides the command center to confidently deliver innovative device solutions at scale. Esper helps technology teams at companies, from startups to Taco Bell and Walmart.
- **Extended Pitch:** For example, Esper makes it easy to configure a desired state (with Blueprints), deploy (6-tap, zero touch, QR code, etc.), and manage (kiosk mode, remote monitoring, debugging, etc.) your devices at scale.

PAIN QUESTIONS

- How much time do you spend each week putting out fires for devices?
- What would you rather be doing instead of that?
- What does your current device provisioning look like?
- Does misuse of your dedicated device fleet keep you up at night?
- What's your (OTA) update cadence? Is it the right frequency?

RESOURCES

- [Blog: Esper device management](#)
- [Blog: 7 Questions your MDM doesn't want you to ask](#)
- [Esper features vs. Traditional MDM](#)

Customer Persona | Business Decision Maker (BDM)



Background Context

GOALS / OBJECTIVES

- Reduce risk at the operational/tactical level (misuse of dedicated devices)
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- Use language around “increased control” and managing devices how you want.

For use in Customer Calls

PITCH

Esper provides the tooling to confidently deploy innovations to your dedicated device fleet. We take care of the undifferentiated heavy lifting in device management infrastructure so that you can focus on innovating and shipping releases faster.

Extended Pitch: Esper's founders built device application platforms for multiple products at Microsoft and then Amazon Go, FireTV, Kindle, and Alexa. After building the same device management infrastructure over and over, they decided to found Esper to build it once and for all, so that other customers wouldn't have to do it themselves. Our full-stack platform has helped developers at companies like Inspire Fitness (a connected fitness solution) ship a new, cloud-connected solution in as little as 6 months.

QUESTIONS

- Do device management and operations requirements slow down your pace of innovation? Such as not being able to test or push updates as frequently as you'd like?
- Is hardware driving your product strategy or does your product strategy drive your hardware choices? Would it be easier if your team was able to manage multiple Android versions (hardware and OS) from a single unified platform?

Example titles:

*CPO, CDO, CIO,
Director/GM/VP
Product
Dir of Product
Innovation / Lab
Dir of Next Gen
Customer Experience
Director Mobile
Strategy*

RESOURCES

- [What is Mobile DevOps?](#)
- [What is Android MDM?](#)
- [The Beginners Guide to DevOps for Devices](#)
- [TCO Whitepaper](#)

Customer Persona | Technical Decision Maker (TDM)



Background Context

GOALS / OBJECTIVES

- Set the company standard around technological developments and efficiency improvements (e.g., moving to Agile, automation)
- Increase/maintain excellent security posture, reduce technology-driven risk across the org
- Drive ROI from the technology budget (i.e., increase output and/or decrease costs)
- Provide technical expertise and recommendations to business decision makers

BEST USE CASE

Technical Decision Makers are often the executive leaders of the IT/Ops persona. Ultimately, they have similar goals, but have a more strategic and long-term view. They want to make it easier for their teams to run efficiently (lower cost, fewer resources), and they are also responsible for bigger picture technology development.

This persona is most likely to be interested in new technology for the sake of innovation (at first, and then must see value later), and language around having confidence with delivery, and having total control will resonate.

For use in Customer Calls

PITCH

Esper provides the command center to confidently deliver innovative device solutions at scale. Esper helps technology teams at companies, from startups to Taco Bell and Walmart.

Extended Pitch: Taking a DevOps approach to devices mitigates risks and limits the scale of errors, allowing your team to release faster and more frequently. Gain consistency and control without complexity and complexity, whether you have 100 devices or 100,000 devices. With more confidence in deployment, customers can innovate faster, bringing new solutions to market in as little as 4-8 weeks.

QUESTIONS

- Does misuse of your dedicated device fleet keep you up at night?
- Is your team able to monitor the state of your dedicated device fleets at all times, such as for security breaches, misuse, or other issues?
- Are you able to push updates to your device fleets as frequently as you'd like, both for innovative new features as well as security patches?

RESOURCES

- [What is Mobile DevOps?](#)
- [What is Android MDM?](#)
- [The Beginners Guide to DevOps for Devices](#)
- [TCO Whitepaper](#)

Example titles:

CTO
Head/Dir/VP of
Technology
Director of Hardware
Dir.Mobile Applications
Innovation Lab
Technical Lead

Background Context

GOALS / OBJECTIVES

- Build innovative new solutions
- Meet ship goals/deadlines
- Efficiently debug

BEST USE CASE

Developers (more than most) do not like being marketed to or sold to. They like to do their own research, get hands-on, and learn for themselves.

DevOps is the right use case because it elevates the value of developers in the business—it makes their work a value-add rather than a necessary expense. They may be inspired by industry peers (word of mouth, technical success stories) and resonate with a “for developers, by developers” message

For use in Customer Calls

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Esper provides the tooling to confidently deploy innovations to your dedicated device fleet. We take care of the undifferentiated heavy lifting in device management infrastructure so that you can focus on innovating and shipping releases faster.

Extended Pitch: Esper's founders built device application platforms for multiple products at Microsoft and then Amazon Go, FireTV, Kindle, and Alexa. After building the same device management infrastructure over and over, they decided to found Esper to build it once and for all, so that other customers wouldn't have to do it themselves. Our full-stack platform has helped developers at companies like Inspire Fitness (a connected fitness solution) ship a new, cloud-connected solution in as little as 6 months.

QUESTIONS

Can I send you some information about Esper and how together we've helped other customers ship products and feature updates faster?

Example titles:

CTO
Head/Dir/VP of Technology
Director of Hardware
Dir.Mobile Applications
Innovation Lab Technical Lead

RESOURCES

[-https://www.esper.io/developer](https://www.esper.io/developer)
[-https://console-docs.esper.io/](https://console-docs.esper.io/)
[-https://www.youtube.com/playlist?list=PLFLdPxFd7VbpMS-oZEUCjBQFBPeF87QW](https://www.youtube.com/playlist?list=PLFLdPxFd7VbpMS-oZEUCjBQFBPeF87QW)
[-https://www.youtube.com/watch?v=kWWLBZKe11U&list=PLFLdPxFd7VbpMS-oZEUCjBQFBPeF87QW&index=8](https://www.youtube.com/watch?v=kWWLBZKe11U&list=PLFLdPxFd7VbpMS-oZEUCjBQFBPeF87QW&index=8)

Competitive Landscape | Esper vs. Traditional MDM

	Esper	Traditional MDM
Device use case	Business-critical dedicated devices, such as kiosks, point of sale systems, tablets, rugged devices, healthtech devices, and more	One platform for all corporate devices: employee laptops and phones ("bring your own device" or "corporate owned, personally enabled", and single-use devices
Device management capabilities	Device enrollment and provisioning, device groups, device setting configuration (default and advanced configuration with JSON / plist), app and content management, dashboard monitoring, device telemetry, device SDK, API for integrations with 3rd party tools	Device enrollment and provisioning, device groups, app and content management, dashboard monitoring
Remote management capabilities	Remote view and control; remote troubleshooting (i.e. log capture) via Android Debug Bridge; and remote updates for remediation	Varies. Most allow for remote view and control, but not when the device is in kiosk mode.
Software deployment capabilities	Software deployment pipelines for faster release cycles. Pipelines enable precise and confident application updates to a single device, group of devices, or the entire fleet. Set rules to automatically deploy to the next predetermined set of devices based on deployment success.	Limited. Set application configurations by employee profile.
OS Support	Android (GMS & AOSP), iOS, iPadOS	iOS, Windows, Linux, Android (GMS)

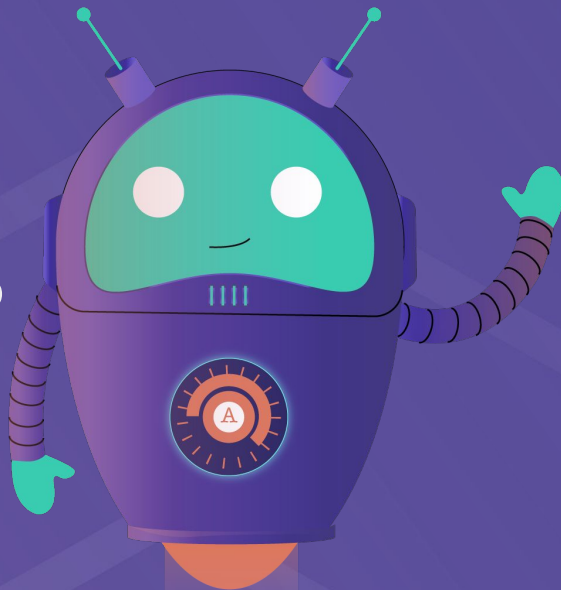
Competitive Landscape | Esper & Our Competitors



	Esper	SOTI	42 Gears (Sure MDM)	Hexnode	EloView
Target Use Cases & Industries	<ul style="list-style-type: none"> Built to best support dedicated & edge devices; Kiosks, rugged, IoT management Hospitality, Healthcare, restaurant, Retail, Connected Fitness, Education 	<ul style="list-style-type: none"> Best serves BYOD model Retail, Healthcare, Transportation & logistics, field services, Emergency services 	<ul style="list-style-type: none"> Built to support company owned or BYOD model, some dedicated device offerings Healthcare, transportation, Education, Agriculture 	<ul style="list-style-type: none"> BYOD, Kiosks, IoT Management Construction, Transportation, Education, Healthcare, Hospitality 	<ul style="list-style-type: none"> Primary focused on dedicated devices Retail, Restaurant, Healthcare, Digital Signage
OS Supported	Android, iOS, iPadOS	Android, Apple (iOS, MacOS, iPadOS), Windows, Linux	Android, Windows, iOS	Android, iOS, Windows,	Android, Windows (ELO devices only)
Competitive Strengths	<ul style="list-style-type: none"> Deep chip-to-cloud Android and iOS expertise Specialized in dedicated devices Go beyond device management with streamline app management & deployment Manage any type of rugged, point of sale, custom device. Seamless provisioning option 	<ul style="list-style-type: none"> Support mixed OS fleet Many different solutions to support a large diversity of use cases Strong industry connections & partnerships 	<ul style="list-style-type: none"> Support mixed OS fleet Strong industry connections & hardware partnerships Solid MDM features 	<ul style="list-style-type: none"> Support mixed OS fleet Option to host on own server or cloud UEM packages available for desktop & other endpoints Extreme discounting and volume pricing 	<ul style="list-style-type: none"> All-in-one solution Designed to work seamlessly with Elo devices Zero touch deployment
Weaknesses	<ul style="list-style-type: none"> Only support Android & iOS devices 	<ul style="list-style-type: none"> Dated UI Outsourced customer support Does not work well to support devices in remote areas Not able to leverage all android OS features 	<ul style="list-style-type: none"> Only support off the shelf devices Limited flexibility and customization Lacks reliability with OTA updates and location tracking 	<ul style="list-style-type: none"> Cannot control headless devices Limited set of APIs Reporting is limited No seamless provisioning option; multiple provisioning steps required 	<ul style="list-style-type: none"> Lack of customization and flexibility Locked in to Elo only devices Limited functionality

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For questions on these resources or help with a deal, reach out to your Esper Partner Manager or partner@esper.io



Common Objections

The Objections	The Response
<i>Why is Esper more expensive than other MDMs I've looked at?"</i>	"Great question. Different MDMs are suited for different use cases and have built their platforms uniquely to suit them. For dedicated device use cases, I believe Esper is a unique offering in the market that enables customers to turn dedicated devices running Android and iOS into a competitive advantage. There's a list on their website of the clients who've chosen to work with Esper at these prices. That said, today we're here to figure out if there's a mutually beneficial partnership to be had, and if that seems to be the case then we're happy to work with you on finding the right economic structure."
<i>"I'm happy with my current MDM solution."</i>	<p>Two Options</p> <p>[Option 1] Using these questions... "Are you a fan of your MDM or are you neutral?" "Would you recommend it to a friend or is it just something that was previously implemented?" "What would they have to do to be a perfect partner for you?"</p> <p><i>...look for gaps in their answers and try to find alignment with things Esper offers and what we can bring to the table.</i></p> <p>[Option 2] Don't go for a head-to-head comparison. Instead, mention things like...</p> <ol style="list-style-type: none">1. Software delivery to devices2. Firmware expertise3. APIs to pipe data into other business systems <p><i>...because all these things are above and beyond what a traditional MDM can do and can add value to a company's techstack.</i></p>
<i>"We already have an MDM solution but we're interested in exploring options at a later time."</i> OR <i>"We have an in-house MDM"</i>	<p>"What is it in particular you're interested in?"</p> <p>Use this question to continue the conversation and listen for pain points with their current MDM. Identify the weak spot and prepare collateral and references to tell them a story about how we solved that problem for a different customer.</p> <p><i>If built in house...</i></p> <p>"Who built it? Are they still with the company? What do they do?"</p> <p>Approach delicately but the goal here is not to disrupt the turf of the person who built it but to make them into champions and look like superheroes at their company as a result of saving money using the previous tool, i.e, server costs, costs to run and maintain, etc.</p>

Common Objections (Part 2)

The Objection	The Response
<i>"What is the big difference between other MDMs and Esper?"</i>	<p>Safety, security, and workflow automation. Executives only buy a few things:</p> <ol style="list-style-type: none">1. Money - Increasing profit margin2. Time - More efficient scalability3. Good sleep - Confidence and certainty that things are going to work the way it's supposed to <p>Figure out which of these 3 most resonates with your contact in the discovery process and construct a story using these aspects: Esper has/offers:</p> <ul style="list-style-type: none">- Security certifications<ul style="list-style-type: none">- ISO/IEC 27001- PCI DSS SAQ-D- SOC 2, Type 1- Good track record for partnering with companies for mission-critical device suites.- Scalability of Esper's AWS instance / private clouds.- API first approach, being able to use data to make intelligent business and CapEx planning decisions.
<i>"This is not the right time, we have other priorities."</i>	<p>Ask questions like...</p> <ol style="list-style-type: none">1. "What are the other priorities, what are you working on?"2. "What's important for your businesses?"3. "What are you currently leveraging to drive your business forward?" <p>...to look for initiatives, areas of improvement, and things that they're thinking about that you can use as a basis for an Esper ROI story and how we can help them improve that metric.</p>