



# Choosing Your Next Data Storage Vendor

Researchers of the customer experience point out that a vendor's consultative customer-focused approach is as important as product excellence.



## 1. Consultative sales process

The question you should ask is whether the storage vendor you're considering is focused on selling you their solution or on understanding your problems and desired business outcomes. Without question, OpenDrives takes the second approach.



## 2. Hands-on implementation

Many times, a technology sale is followed by form-letter emails and the feeling that the entire solution has been tossed over the fence. We're storage experts, so we know that the real work begins after you've made your decision to purchase. Getting you from Day 0 through to Day 2 operations is where we shine.



## 3. Stellar customer support

The worst customer experience occurs when the vendor doesn't stand by the product or solution when problems arise. Our customer support team always answers, listens, and then fixes the problem. Period.



## 4. Tangible business outcomes

Your business demands an IT infrastructure that supports your business fully so that your employees are productive and your business can compete in the market. Tell us the outcomes you need, and we'll help to get you there.



## 5. Enthusiastic customer base

Our customer stories demonstrate all of these principles and more. Check out all the ways we've outperformed in order to turn our customers into our biggest fans.



**“Our customer relationships are a natural extension of the culture of openness and directly reflect how we work together. Customer or colleague, or in any relationship really, we start the same way: by listening.”**

Michael Wilsker—  
Director of Customer Success @ OpenDrives