

# NetConnect Battle Card



## Elevator Pitch

NetConnect is a market-leading security solution, enabling new ways of working such as remote working, mobility, BYOD and hot-desking in a simple manner.

Users can work from anywhere using their device of choice, securely, without having to change the existing IT Infrastructure.

NetConnect transforms any user device into a powerful professional working environment – and even allows the use of a mouse on iPhones and iPads to turn them into proper laptop replacements.

NetConnect protects your data by locking it into your corporate network and preventing users from exporting it to their devices, ensuring you control the whereabouts of your most important asset - data.



## Why would a customer pay for this?

Regain control and ownership of your data and reduce the risk of shadow IT. Allow your staff to work remotely and on-the-go securely, and enable new ways of working within your office, in total simplicity and full security. Enable your users to select their device of choice and enable them to be productive in their own terms.



## Top 5 features

Feature	Benefits to customer
Enable new ways of working	With full integration with devices like the Samsung DeX, enable new and innovative ways of working – from home working to deskless offices, all without complex IT changes
Regain control and ownership of your data	NetConnect removes the need for users to use consumer-grade file storage solutions as they can securely access their data from their device of choice. Your data is back in your hands and your users gain in productivity. NetConnect is self hosted, meaning you decide where your data resides and where it can go.
Non disruptive	NetConnect can be dropped into any existing live environment without any disruptions or significant changes to processes
Use any device – even use a mouse on an iPad/iPhone	Users can perform all their daily tasks, using their existing applications, from their device of choice. Data remains safely within the network as users work remotely. Users can even use a mouse on their iPad or iPhone to access and use Windows applications.
Protect your network from crypto viruses and other malware	Provide secure remote access to corporate resources, without jeopardising your data and without opening your network to crypto and other malware and viruses. All communication is done over SSL with NetConnect acting as an air-gap between the end-user device and corporate infrastructure as no direct communication takes place between the user's device and the secure network.



## Customer Profile

Profile	Benefits to customer for solving the pain points
<b>Industry Verticals:</b> Any – good traction in healthcare	Meet your compliance requirements by securing your data in your network, even when users work remotely. Significantly decrease cost of setting up an office by removing the need for a PC for each user.
<b>Size:</b> Any – ideal for 20-300 users	Reduce the cost of setting up new employees, improve security and enable users to work from home or on the go.
<b>Business model:</b> Any	Can fit into virtually any business model
<b>Roles:</b> Any - great fit for mobile and home workers	Mobile users and sales people can use a mouse on iPad or iPhone for a full Windows laptop-like experience. Remote users can use their device of choice, whilst company data remains safely within the corporate network.
<b>Pain points:</b> Security, remote access, mobility, BYOD	Increases security by acting as an air-gap between end-devices and corporate resources, decreases shadow/rogue IT through availability for data on any device, increases productivity by allowing staff to work remotely, supports BYOD and mobility strategy for reduced CAPEX.



## Probing Questions & Responses

1. Do you currently have mobile users? Would you like to have mobile users? Would you like to allow your staff to work more efficiently from outside the office?

With NetConnect you can simply and quickly increase productivity by enabling a mobile workforce.

2. Would you like to stop carrying around a heavy laptop and use the full power of your mobile devices?

NetConnect truly enables a BYOD and mobility environment. It is device agnostic, allowing users to access corporate resources from any web browser and/or Android and iOS smartphones.

3. Are you looking at enabling home working or BYOD?

NetConnect enables users to select their device of choice and work from anywhere, without jeopardising their data.

4. Do you currently have trouble with device security?

NetConnect provides enterprise grade security, with data never stored on a user's device without administrative permission.

5. Are you concerned about the whereabouts of your data with your mobile users?

NetConnect acts as an air gap between mobile and remote users and the corporate network: users can perform all their daily tasks from any device, without needing to extract data outside the network.



## Partnership Program

Partnership level	Requirements & Benefits
<b>Reseller partner</b>	Requirements: signing of the Partnership agreement Benefits: Partner Portal Access, Deal Reg Price Protection, Sales & Technical online training access, Discounted NetConnect Licenses for internal use
<b>Preferred partner</b>	Requirements: achieve Sales target, have at least 1 staff member complete Sales and Technical NetConnect certifications Benefits: Same as Reseller, plus Lead Generation assistance, additional Sales Support for Deal Reg, Account Manager, Priority access to Support
<b>Alliance partner</b>	Requirements: achieve Sales target, have at least 2 staff members complete Sales and Technical NetConnect certifications Benefits: Same as Preferred Partner, plus Marketing Development Funds access



## Product Limitations

- ☐ NetConnect is self-hosted and requires its own server - a linux based appliance - which can be virtual or physical
- ☐ NetConnect requires access to backend infrastructure such as Microsoft Remote Desktop servers
- ☐ Additional Microsoft Remote Desktop Protocol (RDP) licenses may be required
- ☐ System requirements – recommended configuration is a single virtual machine consisting of 1 vCPU /4 GB RAM / 40GB hard drive per 50 users



## Competitive Comparison

Vendor & Product	How NetConnect compares
<b>Citrix XenApp &amp; Xen Desktop</b>	Citrix requires the entire infrastructure to be hosted on Citrix – very expensive. NetConnect is a single server and can live on any infrastructure. See our comprehensive Citrix Comparison document available from our website: <a href="http://www.northbridgesecure.com">http://www.northbridgesecure.com</a>
<b>VMware Horizon</b>	VMware requires the entire infrastructure to be hosted on VMware – NetConnect can live on any infrastructure.
<b>Microsoft VPN + RDP</b>	NetConnect is simpler and more powerful than VPNs – enabling users to work from any device whilst securing data within the corporate network.



# NetConnect Battle Card

## Objections & Responses

Objection:

Why should I use NetConnect when I can use a free VPN/Remote Desktop

Response:

VPN solutions make your network vulnerable to any compromised end-user device. NetConnect protects your data by acting as an air-gap between the device and your network & providing a use-experience that is unmatched by traditional VPN and Remote Desktop solutions.

Support for response:

With traditional VPN solutions the end-device is connected directly to the network which means that if that end-device is infected with malware it can easily spread and cripple the corporate network. With NetConnect the end-device is never directly connected to any of the resources.

A Remote Desktop connection can be cumbersome to set up and navigate for less tech-savvy users. NetConnect has an easy to use interface and provides a great user-experience even for less tech-savvy users.

Objection:

What if the users lose their mobile device – I will lose my corporate data

Response:

No. Data is never stored on the device without the administrator's permission. This means that you have complete control over which data is allowed to leave the corporate environment.

Support for response:

Our device acts as a gateway and it interacts with the corporate resources – the end user device is never directly connected to the network or resources and no data is ever stored on the end device without administrative permissions.

Objection:

I'm not ready to move to the cloud

Response:

NetConnect can be deployed on premises giving you complete control over your infrastructure.

Support for response:

NetConnect is not a cloud service – it can be deployed directly on the premises, in a cloud provider's environment or as a hybrid deployment.

Objection:

I won't be able to print to my local printer

Response:

NetConnect has built in printer-redirection allowing you to print to a local printer with ease.

## Objections & Responses (cont.)

Support for response (local printing):

We've taken into account the importance of being able to print to a local printer and have implement the necessary technology in our product from the outset.

Objection:

I don't want to deal with an outsourced help desk

Response:

You don't have to. Netconnect is self hosted and self manage, so you can rely on your existing support teams or partners to support NetConnect. Additionally, NetConnect's trusted in-country partners can provide direct support for your users

Objection:

How different is NetConnect from a solution like LogMeIn?

Response:

Cloud-based solutions all rely on a central password database, these get hacked regularly. NetConnect integrates with your Active Directory, your passwords are never stored outside the organization.

Objection:

How well can NetConnect scale?

Response:

NetConnect scales up to thousands of users and down to a single user if needs be. The sweet spot remains around 20-300 users.

## Related Keywords

- ☐ Mouse for iPad and/or iPhone
- ☐ VPN – Virtual Private Network
- ☐ MFA – Multi-factor Authentication
- ☐ DaaS – Desktop as a Service
- ☐ Secure Remote Access
- ☐ Working from Home
- ☐ Mobility
- ☐ BYOD – Bring Your Own Device
- ☐ Secure File / Data Access
- ☐ EMM – Enterprise Mobility Management
- ☐ Shadow IT remedy
- ☐ Enterprise File Sharing & Security
- ☐ Samsung DeX integration
- ☐ Notifiable Data Breaches
- ☐ Unified Mobile Workspace solution
- ☐ VPN replacement solution
- ☐ WaaS – Workspace as a Service

## Cross-selling Opportunities

Product	Suitable customer	Customer benefit
Samsung DeX	The NetConnect + DeX solution is applicable and useful in any business or industry given its flexibility of deployment & use. However, businesses with upcoming end-user infrastructure projects are a great fit due to the OPEX model of a NetConnect + DeX solution deployment. Companies that have a large number of travelling salespeople are also ideal due to the simplicity and usability of the solution. Lastly, new start-ups are a great fit because of their ability to adapt new, exciting IT solutions without complex rip & replace scenarios.	Cost Conscious These customers know that the costs associated with end-user devices can be high and an OPEX model is a lot more attractive as it allows the businesses to invest their capital in other places to generate revenue.  Simple to Use As NetConnect + DeX is a simple plug and play solution, there is little to no need for end-user retraining throughout deployment, keeping business productivity high.  Simplicity of Deployment NetConnect installs alongside existing infrastructure with no IT changes required. Enable mobility for clients in a matter of hours, or set them up with a FREE Proof of Concept deployment for 60 days.
Mobile Handsets & Tablets	Any customers looking for a BYOD solution and have a mobile workforce would benefit from NetConnect.	NetConnect would provide customers with an easy-to-use remote access solution that works on any HTML5 web-browser, including browsers on modern smartphone and tablet devices.
iPad and/or iPhone	Any customer looking at deploying iPads and/or iPhones in their environment	Typically, iPads and iPhones only work with iOS applications – NetConnect turns ipads into full working professional environments. Additionally with the Swiftpoint GT mouse we can facilitate a full laptop-like experience with complete mouse functionality on NetConnect on an iPad or iPhone.
Azure + Office 365	Any customer looking at deploying servers on the Microsoft Azure cloud	NetConnect enables connectivity on Microsoft Azure servers from any device, anywhere, without compromising security.

## Need more information?

- ☐ If you require further information on NetConnect please visit our website: [www.northbridgesecure.com](http://www.northbridgesecure.com)
- ☐ Be sure to register for access to our Partner Portal via our website where you can find even documents, training, videos and more
- ☐ You can also always email us at [sales@northbridgesecure.com](mailto:sales@northbridgesecure.com) with any questions you have regarding NetConnect