

## Intro

### **Subject Line: Take back your time**

Hi (First Name)

Your time is too valuable to be handling mundane help desk tasks.

With all of your company's day-to-day desktop management in capable hands, you can focus on the higher-level tasks that keep the business cutting-edge.

██████████ keeps your company's technology fresh and current, and backs it with the best support in the business, providing DaaS (desktop as a service) on a pay-per-user, per-month basis, including:

- Desktop and mobile device support
- Help desk support
- Cloud-based security
- Desktop applications support, and much more

We provide better service, protection, and the newest technology every three years—for less than what you are currently spending on support alone.

Your team's success hinges on the performance of their desktop devices and your ability to support and replace them.

Are you interested in a complimentary assessment of your desktop support environment? We will identify where you can alleviate the burden of support and PC costs for less than it costs you today. Simply reply to this email.

Sincerely,

██████████

**Follow up**

**Subject Line: Re: Take back your time**

Hi (First Name),

Device-as-a-Service reduces the time you spend on mundane desktop support tasks and leaves your IT resources free for higher-level responsibilities.

I've included more information below.

Regards,

[REDACTED]

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Sincerely,

[REDACTED]

**Final**

**Subject Line: Help desk Issues**

Hi (First Name),

What could you do with your days if they weren't tied up in your company's mundane desktop support issues?

Free up your time for higher-level strategic IT projects while all of your company's devices are being fully managed—for a lower cost than hiring a single in-house resource.

**Bizbang** improves your employee's experience with technology by fully managing the life cycle of all desktop and laptop hardware, comprehensively managing your help desk support, and seamlessly implementing **new technology every three years**.

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Sincerely,

**Bob Smith**

## **Intro**

### **Subject Line: Save 25% on IT management**

Hi (First Name),

Employees rely on their devices to complete tasks, communicate, and collaborate with others. Who is managing those devices to ensure they are working properly and efficiently?

Increase your user availability and productivity with device and support management for every single device your people use (desktop PCs, notebooks, tablets, smartphones, etc.) with the newest technology implemented every three years.

**IT decision makers estimate a 25% cost savings from deploying Device-as-a-Service.**

██████████ takes the full desktop management burden off your people, modified to your needs:

- Adjusts scale of new and replacement devices up or down according to business conditions
- End users receive newer and better devices faster
- Saves money with better services, better protection, faster response times, and better technology

Are you interested in a complimentary assessment of your desktop support environment? We will identify where you can alleviate the burden of support and PC costs for less than it costs you today. Simply reply to this email.

Best regards,

██████████

**Follow up**

**Subject Line: Re: Saving 25% on IT management**

Hi (First Name),

Remove the burden of day-to-day desktop support and management from your team so they can allocate their time to higher-level responsibilities.

I've included more information about how to cut your desktop support costs by 25% below.

Best,  
Bob Smith

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Employees rely on their devices to complete tasks, communicate, and collaborate with others. Who is managing those devices to ensure they are working properly and efficiently?

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**Final**

**Subject Line: The IT expense that is increasing**

Hi (First Name),

On average, 22% of IT budgets go toward end-user devices and support costs (this is expected to increase).

What if you could 'lease' your desktop hardware and have it fully managed by experts who set up new users, troubleshoot issues, repair hardware, and refresh all devices with new technology every three years?

For less than what you are currently spending on support alone, [REDACTED] will:

- Preserve capital (move desktop and life cycle support from a capital expense to an operational expense)
- Allow your employees to focus on your core business (high-level resources no longer being used on mundane help desk tasks)
- Employees receive newer and better devices, with the latest technology every three years
- Take over support for existing desktop and mobile hardware until new devices are required

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Sincerely,

[REDACTED]

**Intro**

**Subject Line: High IT Turnover**

Hi (First Name),

Stop the never-ending cycle of recruiting, interviewing, hiring, and training desktop support personnel who have the highest turnover rate in the IT sector.

██████████ replaces your in-house desktop and device management burden with world-class support and management that delivers unheard-of response times while also managing the life cycle of all of your devices.

We will refresh your employee's technology every few years with a phased-in approach and manage the entire life cycle from cradle to the grave.

- **CLOUD BACKUP**—Our cloud-enabled backup protects your users' critical documents and makes them available anywhere at any time.
- **SERVICES ONLY**—██████████ provides services-only contracts to protect, support, and extend the life of your previous technology investments.
- **NO LONG-TERM CONTRACT**—Mitigate the risk and exposure associated with being locked into a long-term agreement.
- **SAME/NEXT-DAY REPLACEMENT**—We keep your employees productive and address repairs on our time, not yours.

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Best,

██████████

**Follow up**

**Subject Line: Re: High IT Turnover**

Hi (First Name),

The highest turnover in the IT sector is in desktop support personnel, which causes end-user delays and disrupts every employee's core responsibilities.

I've included information below.

Best,

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**Final**

**Subject Line: The truth about your IT**

Hi (First Name),

Without proper desktop management—or the support to get it back up when it fails—your employees' productivity comes to a screeching halt. Is your desktop support exceeding expectations, or is it more of a burden on your staff?

██████████ keeps your people in the newest technology for uninterrupted efficiency, with:

- **Refresh Strategy** every few years for all devices
- **Life Cycle Support** of desktop and mobile device hardware
- **Help Desk Support** with unheard-of response times
- **Software License Management** to ensure you're only paying for what is being used
- **Same/next-day replacements** to minimize downtime due to broken devices
- **NO long-term contracts**

If your top salesperson drops their PC on their way to an important presentation in Manhattan, shattering the entire screen and device itself, they need a new computer—now. █████ will get them a new laptop with all their data backed up in the cloud just in time for the meeting the very next day.

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Best,

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