

# itopia Labs education

## SALES CONVERSATION GUIDE

## How to sell itopia Labs for education

The purpose of this guide is to help you position itopia Labs to your education customers. Follow these four steps to get the most out of your sales calls.

### Target customers:

- K-12 Schools
- Career & Technical Education (CTE) Educators
- School IT Departments
- Science, Technology, Engineering & Math (STEM) Educators
- School Administration

## 1 DISCOVER CUSTOMER NEEDS

Do your due diligence to understand the education customer. Uncover their pain points, licensing needs, and goals by asking the right questions.

### WHAT TO LOOK FOR:

Customers that need a better solution for delivering Career & Technical Education (CTE) and Science, Technology, Engineering & Math (STEM) courses to students whether the software applications are needed for in-class or at home learning. Since itopia Labs includes a catalog of pre-configured software that students commonly use for CTE and STEM, schools and districts can expand their curriculum.

Plus, itopia is a Google Partner, making this a perfect cross-sell opportunity for Chromebooks.

## 2 POSITION THE OFFER

Educate the customer on the benefits of itopia streaming technology that provides anytime, anywhere, any device access to software applications for CTE and STEM courses. Itopia's virtual labs are designed to deliver a great user experience for graphics-intensive apps, including Adobe, Unity and AutoCAD. Students are able to learn on the same tools they'll use on the job.

"Let me tell you more about how you can stream high-powered software applications on any student device."

"Leverage itopia Labs to deliver high-tech education to students without breaking the bank."

## 3 ANSWER CONCERNS

Listen to the questions the customer asks, address their concerns, and help them choose the right solution.

### WHAT TO ASK:

"Do you have any questions you need answered to help you make a decision?"

### COMMON Q&AS

What applications does itopia support?

Schools use itopia to deliver virtual labs for Adobe Creative Cloud, Autodesk AutoCAD, Microsoft Office, and SOLIDWORKS, among many others.

## 4 ASK FOR THE ORDER

Gain a commitment from the customer and discuss next steps in the purchasing process.

### WHAT TO SAY:

"itopia is scalable across an entire district, so it can provide immediate value to administrators. Let's talk about aligning your itopia license with your budget cycle."

# Why itopia Labs for education

Evolve 21st Century learning — Students benefit from learning on the same powerful industry-based software that they'll use in future jobs.

itopia can help your K-12 customers deliver high-tech education on existing student devices without breaking the bank. With itopia Labs, educators give students anytime, anywhere, any device access to software applications for Career & Technical Education (CTE) and Science, Technology, Engineering & Math (STEM) courses.



Stream industry-based applications from any browser in minutes



Support powerful video editing & 3D rendering apps at high resolution



Easily integrate with Google Workspace & Office 365 for Single Sign-on



Predictable, flat-rate pricing per student

## Common use cases:

- Maximize 1:1 device initiatives
- Supplement or replace onsite computer labs
- Add more CTE & STEM courses to curricula
- Enables CTE & Project Lead the Way
- Transition smoothly between class and at home learning
- Provide a smoother, high-performance user experience for graphics

## Other Product Features

- Any device, anywhere access for learning
- Curated apps ready for use
- Great for graphics-intensive apps
- Fully managed solution
- Quick onboarding and set up
- Simple, insightful administration
- Easy integration with existing workflows
- Secure by design

# Why itopia a better solution for delivering CTE curricula to students versus competitors?

itopia can be set up within hours, does not require specialized expertise to use, and is fully managed by itopia. It integrates with tools educators are already using, including Google Classroom, Google Workspace for identity and access, and Google Drive for students' work. Common CTE software is pre-configured and made available in itopia, so it only takes a few minutes for teachers to select what they need and set up a new lab.

itopia also delivers better application performance compared to VDI or other remote application access solutions (like AWS WorkSpaces) – and is purpose-built to provide a smoother, high-performance user experience for graphics-intensive apps, such as video editing and 3D rendering.

Schools and districts also benefit from predictable, flat-rate pricing per students because itopia right-sizes the cloud environment for virtual labs, so schools only pay for use within specified parameters for a predictable fee.

## A fully managed solution

With itopia, students can learn from anywhere, helping schools to grow and provide high-tech education to every student without breaking the bank. The itopia experience is so easy, educators can set up new labs on their own within minutes.

## No maintenance or security worries

itopia maintains and updates app images behind the scenes, ensuring students are always learning with the latest app versions.

## Focus on student success, not uptime

With an uptime Service Level Agreement of 99.9%, district administrators focus on delivering highly personalized, creative curricula for students without needing to worry about technology management complexity and maintenance.

For more information, visit [itopia.com/students/](https://itopia.com/students/).

# Initiate sales conversations

## 30-SECOND VOICE MAIL

**Hi, this is [rep name] from [company name],** I am calling to share with you how itopia Labs can make high-tech education easy to provide and accessible to your students no matter where they are. itopia Labs allows students to access computer-intensive CTE applications like AutoCAD on any device like a Chromebook from a browser.

**Hi, this is [rep name] from [company name],** I am calling to share with you how itopia Labs can help you deliver high-tech education without breaking the bank. itopia Labs allows students to access computer-intensive CTE applications like AutoCAD on any device like a Chromebook from a browser.

**Hi, this is [rep name] from [company name],** I am calling to share with you a district-wide solution to deliver CTE and STEM education to your students from anywhere. itopia Labs allows students to access computer-intensive CTE applications like AutoCAD on any device like a Chromebook from a browser.

## 1-MINUTE SALES PITCH

**itopia Labs** solves the challenges schools face for delivering high-tech education without breaking the bank. With itopia Labs, educators can provide anytime, anywhere, any device access to software applications like AutoCAD that students commonly use for Career Technical Education (CTE) and various certification programs with a browser. Software labs can be set up in minutes without expensive computers or IT support at a predictable cost that fits any district budget. And, itopia Labs is designed to deliver a great application user experience, even when students are accessing high-resolution video editing and 3D rendering apps remotely.

## Why Sell itopia?

- **Simple & Scalable:** Enhance your sales portfolio with a solution that's simple to sell and scalable across an entire school district, and provides immediate value to administrators, teachers and students
- **Generous Margins:** Participate in itopia's deal registration program for protected margins, with premier partners earning upwards of 20% per transaction
  - Platinum-level partners: Earn 8% protected discount on \$10,000 deals and above.
  - Gold-level partners: Earn 4% protected discount on \$10,000
- **Large Deal Sizes:** Deal sizes range from \$10,000 to over \$1,000,000 in annual recurring revenue